

ABSTRACT

The Covid-19 pandemic that entered Indonesia in March 2020 had many impacts on many sectors, one of which was the economic sector. Avoidance of face-to-face meetings makes many businesses to keep their business. Therefore, a business development is needed because the principle of sustainability here in every business angle is expected to encourage company growth. By using the theory of innovation ambidexterity, which balances exploration and exploitation for start-ups and their impact on performance, this study will use innovation ambidexterity as a reference.

The purpose of this study is to determine how much influence the factors that influence the sustainability of start-ups are seen from the application of knowledge management capabilities, environmental dynamism, and innovation ambidexterity. The research method used in this study is a quantitative research method, and the data collection method in this study was obtained through distributing questionnaires to 335 respondents. The questionnaire used in this study has a 6-point Likert scale with 44 questions. The sample method used is probability sampling with a simple random sample technique. Data analysis techniques used are descriptive analysis, verification, and SEM-PLS. The results showed that all hypotheses had a significant effect with the largest T-statistic value occurring on the influence of Environmental Dynamism on Innovation Ambidexterity (15,861) and the lowest T-statistic value on the influence of Knowledge Management on Innovation Ambidexterity (2,888).

Keywords: *Start-Up, Knowledge Management, Environmental Dynamics, Innovation Ambidexterity, Business Sustainability*