

ABSTRACT

Startup success is a condition where startups can achieve several indicators that become the success of the startup itself. To achieve the success of the startup itself, of course, startup founders must pay attention to what factors will be the key determinants of its success. Determining startup success factors is useful as an anticipation that can minimize failure in establishing a startup business in the future. This information has a role to analyze what factors will determine success in a startup.

The main purpose of this research is to find out what are the factors that influence the success of startups in Bandung Techno Park with variables consisting of 1) Competence and Resources, 2) Information, 3) Intellectual Capital, 4) Innovation, 5) Entrepreneurship, 6) Sustainable Development, 7) Relationships, and 8) Value Management at startups listed in Bandung Techno Park and still standing today.

The research method used in this study is a qualitative method. Where the analysis is obtained from primary data, which is carried out by direct interviews with the parties concerned, namely startup owners registered in Bandung Techno Park.

The results show that the factors that influence the success of startups in Bandung Techno Park include 1) Competence and Resources, 2) Information, 3) Intellectual Capital, 4) Information, 5) Entrepreneurship, 6) Relationships and 7) Value Management. This Sustainable Development variable does not mean that it has no effect on the success of the startup, but it has not had an effect because it refers to the conditions of each company so that it needs a match between external conditions and internal conditions and is not a special concern for the company because everything returns to the company's internal conditions. Therefore, the variable of sustainable development that has not been carried out by the company does not mean that it has no effect on the success of the startup.

Based on the research results, the startup located in Bandung Techno Park can focus on these 7 variables to develop and achieve success. For further researchers, they can research other startups that have not had the opportunity to be interviewed in this study because there are many other startups from the Bandung Techno Park incubator and can also conduct research on startups that are or have already run incubator programs in other places.

Keywords: *business success factors, startups, entrepreneur*