

ABSTRACT

One way can be done to advance the economy in Indonesia is by increasing the number of startup businesses. The development of startups in Indonesia has grown rapidly in the past five years, but few have survived or succeeded in running their startups. Business incubators are the role of outsiders to help startups deal with problems, incubators become alternative solutions. Cubic Incubator as a private business incubator in Bandung also has a program to improve startups to grow and survive.

This research aims to determine the influence of business incubator programs in Cubic Incubator in Bandung namely Infrasrtucture and Facilities, Financial Support Service, Network and Connectivity, and Business Management Advice on the performance of startups that follow the incubator program.

The research method used is a quantitative method with the purpose of conclusive research, the type of investigation in this study is comparative, the involvement of researchers does not intervene data, the analilis unit of the individual type and the time of investigation is cross section. The population in this study is a startup built by Cubic Incubator bandung. Sampling technique using saturated sampling technique that uses the entire population to sample with the number of samples thirty-six starups. Data analysis technique is a multivariate technique through Structural Equation Modeling (SEM) Partial Least Square (PLS) analysis tool. for data analysis using the SmartPLS app version 3.2.9.

The results of this study showed that the incubator program had a positive and significant effect on kineja Startup with the most influential sub program, Infrastructure and Facilities at 0.61, while the sub program Network and Connectivity, Financial Support Services and Business Management Advice did not have a positive effect with numbers of 0.15, -0.2, and 0.18.

Therefore, it is recommended for Cubic Incubators to prioritize Infrastructure and Facilities because of its large influence on startup performance on construction in cubic incubators. In addition it is recommended for further researchers to use samples based on the field of effort because in this study the research sample used the entire startup in cubic incubator.

Keyword: Incubator Program, Startup Performances, Infrasrtucture and Facilities, Financial Support Service, Network and Connectivity, dan Business Management Advice.