

ABSTRACT

In recent years, the establishment of many new companies reflects the rapid development of business in Indonesia today. These companies play an important role in Indonesia's economic system. The growing number of startups in Indonesia shows that the digital industry offers many promising business opportunities. Indonesia is included in the list of the 10 countries with the most startups in the world in 2024, Indonesia ranks sixth with 2,630 startups, after Australia. The current startup growth continues to show positive performance that can improve Indonesia's digital economy.

The growing number of startups in Indonesia is proportional to the number of failures they face. Many new startups fail to thrive due to inadequate business planning, inability to compete with competitors in the market, lack of competent human resources, and lack of funding from investors. Critical Success Factor (CSF) is a procedure that seeks to identify and explain several key areas that determine managerial or organizational success. So it is necessary to have a deep understanding of the Critical Success Factor that can support the growth of a new business. This research aims to find critical success factors at Digital Amoeba. This research is based on strategic entrepreneurship theory as the grand theory, then dynamic capability theory and market-based view as the middle theory and critical success factor as the applied theory.

In this study, innovation, entrepreneurship, technology, and economy are important factors of startup success. Qualitative data with analysis using the AHP method. Qualitative data with descriptive analysis obtained from in-depth interviews with startup CEOs and startup experts at Digital Amoeba. Data analysis techniques used are data collection, data reduction and data conclusion. The results showed that four important factors for startup success are entrepreneurship, technology, innovation, and economy. To run his business successfully, a CEO needs to understand and have an entrepreneurial attitude. Technology is important for startups, although it doesn't always have to be the latest, what is more essential is expertise in operating technology. The economic aspect is related to money management, including how to attract investors and manage finances well. In terms of funding, special attention needs to be paid to how to attract investors, maintain relationships with them, and manage finances efficiently.

The result of this study is that of the four factors identified, entrepreneurship is the most important element in achieving startup success. This entrepreneurship dimension is closely related to the special characteristics of the company founder and the optimal performance of the human resources involved.

Keywords: *Innovation, Entrepreneurship, technology, economy, Critical Success Factor, Digital Amoeba*