

ABSTRACT

In the era of globalization, companies cannot avoid the flow of competition, external turbulence, technological changes and developments, rapid customer needs and tastes. Thus, to achieve successful marketing performance, companies must have the dynamic ability to observe and react to change. Dynamic capabilities are said to strengthen business performance, but this is still a matter of debate. Previous studies show the inconsistency of the influence of dynamic capabilities on company performance, which is the problem behind this research. This research uses a deductive approach where Dynamic Capability Theory (DCT) is used as a thinking framework. The aim of this research is to develop a new concept and empirical research model to overcome the gap regarding the influence of Dynamic Capability on Marketing Performance and to prove this model in the digital startup company industry. The synthesis process of DCT in this research produces a new variable, namely Agile Technology-based Product Innovation. To suit the research objectives, the Collaboration and Competitive Advantage variables were included to improve Marketing Performance in the digital startup company industry in Indonesia. The research sample consisted of 293 managers or directors of digital startup companies. The data was then analyzed using Structural Equation Modeling (SEM) procedures with the help of SPSS 27 and AMOS 26. The research results showed that of the seven hypotheses proposed, six hypotheses were accepted, while one hypothesis was rejected. Based on the test results, it can be concluded that companies that have Dynamic Capability and implement Agile Technology-based Product Innovation and are willing to collaborate with other companies, will increase the company's Competitive Advantage and Marketing Performance.

Keywords: *dynamic capability, agile-tech based product innovation, collaboration, marketing performance, startup digital.*