

ABSTRACT

This research aim to study the influence of innovation, dynamic capabilities and intellectual capital to maintain competitive advantage and enhance the business performance of start-up companies in Central Java. This research used saturated sampling or census because all members of the population are used as samples. There are 55 start-up companies listed at the the Incubator Business Center (IBC) of Central Java and had been operating for one year. PLS-SEM used as method analysis. Our findings show that innovation, dynamic capabilities and intellectual capital have a positive and significant influences on competitive advantage and business performance. These findings provide additional literature on the limited number of studies that examine innovation, dynamic capabilities and intellectual capital on start-up companies. The limitations of the research is a small number of respondents and this research is still limited to only being carried out using quantitative methods so that the results obtained are still not optimal and comprehensive. In future research, it is hoped that researchers can get more respondents so that the research results will be more accurate. Examine more specific types of startups, such as startups operating in the field of education, e-commerce, Saas, and many other types of startups, so that the research results obtained are also more specific for developing these different types of startups.

Keywords: Business Performance, Competitive Advantage, Dynamic Capability, Innovation, Intellectual Capital

FEB UNDIP