

ABSTRACT

The Accelerator is designed to accelerate market interactions, allowing startups to rapidly adapt and learn. To develop rapidly, startups require an accelerator that supports their business ideas in a short period of time. This study will evaluate the function of startup accelerator program services in Indonesia. Are startups satisfied with the accelerator program, mentorship or coaching outcomes, materials, and business networks? The evaluation of these three factors will be based on service quality, customer satisfaction, customer loyalty, and sustainability. So that it can determine whether the accelerator program can yield entrepreneurs with a focus on sustainability. Seven Indonesian startups who participated in an accelerator program were chosen as informants for this study. This study will utilize a qualitative research methodology. This study focuses on the perspectives or perceptions of startups on the accelerator program and the service procedure. Therefore, this research employs a narrative approach. This research utilizes both primary and secondary data. This study's sample consists of seven Indonesian businesses with diverse features that participate in an accelerator program. Based on the analysis of the seven informants, it can be concluded that this accelerator program has a role in the growth of startups.

Keywords: *Accelerator Program, Startup, Sustainability, Service Quality, Customer Satisfaction, Customer Loyalty.*