

ABSTRACT

Startups are one of the businesses currently favored by young people. The digital development is so fast, Indonesia announced “The Digital Energy of Asia” with a focus on building creative industries. This study aims to analyze the factors that influence the success of startups with a study of startups registered in the Information Technology Creative Industry Society (MIKTI) and the Creative Economy Agency (Bekraf) 2018. The research method used is Multiple Linear Regression using the SPSS 24 application. The research data used is primary data with cross-sectional data. The number of respondents in this study were 150 respondents with the sampling method using purposive sampling. The independent variables used in this study are human capital, innovation and social capital with the dependent variable, namely business success.

The results showed that human capital has a positive effect on business success. Innovation has a negative influence on business success. Social capital has no influence on business success.

Key words: *human capital, inovasi, social capital, business success*

