

Title: Key Success Factors of Startup Entrepreneur

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ABSTRACT

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This research aimed to study the effects of Government Support, Knowledge of Entrepreneur, Capital Assessment Competencies and Organization Innovation on Success Factors of Startup Entrepreneur. This quantitative research gathered data from 689 startup entrepreneurs and utilized path analysis for the hypothesis test.

The result of the study showed the Success Factors of Startup Entrepreneur depend on Knowledge of Entrepreneur, Capital Assessment Competencies and Organization Innovation. Government Support has an indirect effect on Success Factors of Startup Entrepreneur through the other relevant factors.

Keywords: Startup, Organization Innovation, Knowledge of Entrepreneur, Government Support, Success Factors