

Evaluasi Faktor Penentu Kesuksesan Strategi Bisnis Digital PT. Usaha Digital Menjelang Initial Public Offering Melalui Pendekatan Structural Equation Modelling = Tech -Startup Digital Business Strategy Utilizing Structural Equation Modeling (SEM)

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Abstrak

Perusahaan tech startup mengalami perkembangan yang signifikan dalam era digital, sehingga dibutuhkan strategi, modal, dan model bisnis yang kompetitif. Penelitian ini bertujuan mengevaluasi faktor penentu kesuksesan IPO dari perusahaan tech startup melalui metode PLS-SEM. Metode PLS-SEM bertujuan memprediksi korelasi dan keterkaitan antar variabel, melalui tahap validasi expert, kemudian pilot testing dari 131 responden, dan kuesioner akhir terhadap 300 orang. Hasil PLS-SEM didapatkan bahwa kesuksesan IPO berkaitan dengan variable Others (0.257), Financial (0.255), Technical (0.198), Social (0.168), dan Political (0.144) dengan koefisien prediktif Project Feasibility (0.98). Penelitian menghasilkan rekomendasi standarisasi kerja yang baik, strategi bisnis yang terstruktur, dan inovasi Business Model Canvas (BMC) perusahaan untuk berhasil melaksanakan IPO dan menarik bagi investor.

.....Tech startup companies are experiencing significant developments in the digital era, so they need a competitive strategy, capital, and innovative business model. This focus to provide strategic recommendation for IPO success of tech startup companies through the Partial Least Square of SEM method with the initial hypothesis from the research model that IPO project success can be achieved through Technical, Financial, Social, Political, and Others variable that represent the company image, prospectus and business performance. The PLS-SEM method aims to predict correlations and interrelationships between variables, through the expert validation stage, then pilot testing of 131 respondents, and a final questionnaire of 300 people. The results of the PLS-SEM show that the success of the IPO is related to the variables Others (0.257), Financial (0.255), Technical (0.198), Social (0.168), and Political (0.144) with a predictive coefficient of Project Feasibility (0.98) which means the initial hypothesis was accepted and proven by statistical parameters. The research resulted in recommendations for good standardization of work, structured business strategies, and innovation of the company's Business Model Canvas (BMC) to successfully carry out an IPO and attract investors.