

ABSTRACT

Startup Competitive Advantage Analysis in Relation with Data Driven Innovation Capability and Marketing Agility at Startups Under XYZ Incubator

Meryta Dewi Rachmawati¹, Widhy Tri Astuti², M.Irhas Effendi³
merytadewirachmawati@gmail.com widhi.triastuti@upnyk.ac.id irhas@upnyk.ac.id

Abstract— The startup ecosystem in Yogyakarta allows startups to grow. XYZ Incubator is one of several business incubators engaged in fostering technology-based startups. The XYZ Incubator requires thorough testing of the factors that influence a startup's competitive advantage. This research aims to test whether Data driven innovation capabilities and Marketing agility have a significant influence on competitive advantage on startups. This research tested it empirically with a survey of 32 startup companies. Quantitative data is tested with the P-Value. The findings reveal that data-driven innovation significantly enhances competitive advantage by enabling startups to be more responsive to market changes. Data analysis provides critical insights for improving products and services, identifying new innovation opportunities, and increasing decision-making accuracy. Additionally, the study highlights that data-driven innovation significantly influences marketing agility, allowing startups to design and execute effective and sustainable marketing strategies. The study also finds that while data-driven innovation capabilities impact competitive advantage, their influence through marketing agility is not significant, indicating a medium mediation effect. The complex interplay of internal and external dynamics plays a crucial role in determining how these factors contribute to competitive advantage.

Keywords— Data driven innovation capability, marketing agility, competitive advantage, incubator startup, business incubator

