

**STARTUP COMPETITIVE ADVANTAGE ANALYSIS IN RELATION WITH DATA  
DRIVEN INNOVATION CAPABILITY AND MARKETING AGILITY AT STARTUPS  
UNDER XYZ INCUBATOR**

**TESIS  
JALUR PUBLIKASI**



**MERYTA DEWI RACHMAWATI**

NIM 241222028

**PROGRAM STUDI MAGISTER MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA  
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