

ABSTRACT

Using competitive advantage as an intervening variable, this research attempts to investigate how startup success is impacted by entrepreneurial leadership, business model innovation, and innovation skills. Taplink was used for the investigation at Semarang City partners. The Resource-Based View (RBV) theoretical framework, which stresses the significance of unique resources to gain competitive advantage, serves as the foundation for this study. A closed questionnaire using Taplink was used to gather primary data from 100 respondents as part of the study methodology at partners who have over six months of experience with the platform. AMOS software was used to analyze the data using the Structural Equation Modeling (SEM) approach. The study's findings demonstrate that, both directly and via competitive advantage, entrepreneurial leadership, business model innovation, and innovation skills significantly and favorably impact startup success. Specifically, the association between independent factors and startup success has been shown to be strongly mediated by competitive advantage. These results emphasize how crucial creative thinking and inspiring leadership are to boosting businesses' sustainability and competitiveness. This research's practical conclusion is that, in order to meet the demands of a dynamic market, entrepreneurs should concentrate on building their capacity for innovation and competitive advantage-based business strategies. Additionally, this study advances theory by emphasizing how competitive advantage mediates the impact of organizational characteristics on startup success.

Keywords: *Entrepreneurial Leadership, Business Model Innovation, Innovation Capability, Competitive Advantage and Startup Performance.*