

## Evaluasi kepentingan dan efektivitas inkubator bisnis universitas terhadap proses inkubasi perusahaan pemula = Importance and effectiveness evaluation of university business incubator towards startup company incubation process

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Abstrak

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Pertumbuhan ekonomi suatu negara ditentukan oleh pertumbuhan jumlah pengusaha. Bagi para pengusaha, persaingan usaha secara khusus bagi usaha pemula, merupakan ancaman besar bagi keberlangsungan usahanya. Oleh karena itu, bagi para pengusaha pemula perlu dibimbing dalam wadah inkubasi supaya dapat bertumbuh secara berkelanjutan. Peran inkubator menjadi wadah yang diharapkan mampu mengembangkan kemampuan pengusaha pemula melalui program inkubasi bisnis yang inovatif. Inkubator bisnis universitas merupakan salah satu jembatan antara hasil penelitian akademik dan kebijakan pemerintah dengan pengusaha dan proses komersialisasi. Penelitian ini berhasil mengevaluasi tingkat kepentingan dan efektivitas layanan inkubator bisnis universitas. Hasil dari penelitian memberikan rekomendasi perbaikan bagi layanan inkubator bisnis universitas.

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**ABSTRACT**

The country economic growth can be determined by the growth number of entrepreneurs. Based on entrepreneurs view, business competition especially from start up is a major threat to their business sustainability. Therefore, for start up company need be guided by incubation process in order to grow sustainably. The role of incubator is expected to develop the capabilities of entrepreneurs through innovative business incubation programs. University Business Incubator is one of the bridges between the academic research results and the government's policies towards entrepreneurs and the process of product commercialization. This research has been successfully evaluated the importance and effectiveness of university business incubator services. The results of this study provides recommendation improvements to the university's business incubator services.