

## **ABSTRACT**

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### **INNOVATION AS A FACTOR ON BUSINESS SUSTAINABILITY AT PT. MEDIA ANTAR NUSA**

(xv+58 pages; 5 figures; 27 tables; 11 appendixes)

In this business changing environment, firm needs to implement strategies in order to sustain into the business. The strategies that lead to sustainable business requires the firm to differentiate from the competitors. As competitiveness values create an inimitable value thus it can lead to business sustainability. Innovation is one of the factors that can create value in business. As innovation creates values in competitiveness; therefore, it can build a sustainable business.

The purpose of this research is to investigate contribution of innovation towards business sustainability at PT. Media Antar Nusa. This research implemented descriptive analysis method which the data is obtained from questionnaire. The sample in this research is 53 people and the technique of finding sample is simple random sampling. The research applies linear regression analysis. The result analysis shows that the alternative hypothesis is accepted as innovation is a driving force on business sustainability by 55.7%. Besides, the correlation between innovation and business sustainability is positive and strong relationship. Factors of innovation that contribute to business sustainability are evolution, intelligence, decision-making and resource and capabilities. By doing this research, company might apply other factors of innovation's strategies and future researcher might use the innovation theory become ground foundation to conduct the similar topic.

**Keywords: Innovation, Product Innovation, Multi-Theoretical Building Blocks, Sustainability, Business Sustainability, Triple Bottom Line.**

References: 35