

PREFACE

Thanks to the Lord Jesus Christ, because of his grace and great love, finally the author can finish this writing the final project entitled "Factors Affecting Business Model Innovation in TT Startup ". This final writing project is one of the requirements fulfill to achieve a Bachelor of Economics at Pelita Harapan University.

In this final project, the author is fully aware that this final project cannot be separated from the support, guidance, support from the speakers, and prayers from various parties who are loyal in the process of completing this final project. for that on this occasion, the author would like to express thanks to;

1. Ms. Dra. Gracia Ugut, MBA., Ph.D. As the dean of the Faculty of Economics at Pelita Harapan University who has provided the opportunity and permission for the writer to write this thesis.
2. Ms. Isana S. C. Meranga, S.P., M.M. As chairman of the management study program that helped carry out this final project running smoothly.
3. Mr. Radityo Fajar Arianto, S.E., M.B.A. As a supervisor who has provided time, thought, and energy to provide guidance and direction to the author for the realization of this final project both directly and online.
4. All Lecturers and Lecturer Assistants who provide guidance and knowledge to writers during the lecture at Pelita Harapan University.
5. All staff of the Faculty of Economics who have always helped and managed all the needs of the author in managing the administration and needs in other

academic sectors.

6. All C-levels of TT startup who has provided time and is willing to help to provide complete and clear information and help the process of the interview so that it can run smoothly without any problems.
7. The writer's parents are always loyal to accompany, pray, and provide support in completing this final project.
8. Close friends of the author and also friends from the beginning of direct lectures who are always loyal to provide support, help, motivate, and give encouragement to the writer during this final project.
9. Other parties who have given prayer, support, and motivation to writers whose names cannot be mentioned one by one.

Finally, the author realized that this final project still has many shortcomings and is far from perfect. The authors apologize for the deficiencies that exist the system requires suggestions and constructive criticism to improve and perfect this final project for the better. Hopefully, this thesis can provide benefits as well as add insight to readers and can build the advancement of educational knowledge in Indonesia.

Tangerang, 5 April 2021

Elizabeth Viona (01801170005)

Table of Contents

CHAPTER I.....	9
Introduction	9
1.1 Background of the Study.....	9
1.2 Research Questions	13
1.3 Research Purposes.....	13
CHAPTER II	15
Literature Review	15
2.1. Business Model Innovation.....	15
2.2. Lean Startup Approaches	30
2.3. Agile Development	37
CHAPTER III	60
Methodology.....	60
3.1 Case Study.....	60
3.2 Qualitative Methods	61
3.3 Explanatory and Exploratory.....	62
3.4 Multiple Case Study and Single Case Study	67
3.5 Holistic and Embedded	75
3.6 Analyzation Tools	76
CHAPTER IV.....	79
Analysis and Discussion	79
4.1 Data Gathering	79
4.2 Data Analysis	83
4.3 Results	85
4.4 Discussion	86
4.5 Propositions.....	89
CHAPTER V	98
Conclusion and Recommendation.....	98
5.1 Conclusion.....	98
5.2 Limitations and Implications.....	98
5.3 Suggestions for Future Research.....	100
APPENDIX.....	101
REFERENCE	106