An Empirical Study and Factor Analysis of Start-up Quality for Senior's Successful Start-up

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Abstract

This study explains that professionalism and willpower of a start-up business owner and elements for starting a business, which affect its success, have an impact on the business attractiveness and its corporate fit. This study also reveals that business attractiveness and its corporate fit have an impact on the start-up business success. The purpose of this study is to identify the impact of activity factors on the results in a structural manner to empirically analyze the causal relationship among different concepts and establish the significance. The hypothesis of this study is as follows: Professionalism and willpower of a start-up business owner and elements for starting a business, which affect its success, have an impact on the business attractiveness and corporate fit.

The research was carried out as follows. First, questions were designed for survey questionnaires, which were distributed to the participants. The collected data was analyzed using SPSS 21 and AMOS 21 for exploratory and confirmatory factor analysis. The significance of path hypothesis was tested through a structural equation modeling analysis.

The research findings are as follows. Personal characteristics of a start-up business owner had no impact on the business attractiveness, but had a positive impact on the corporate fit. Social infrastructure had a positive impact on the business attractiveness and the corporate fit. Quality activities had a positive impact on the business attractiveness and its corporate fit. Business attractiveness had a positive impact on its corporate fit and the business success. The corporate fit also had a positive impact on the business success. These results are the same as those of preceding studies.

Keywords: Start-up Business, Start-up Quality, ANOVA