




## STRENGTHENING STRATEGIES FOR UNIVERSITY BUSINESS INCUBATORS: OPTIMIZING MARKET ACCESS AND PRODUCT REPEAT ORDERS FOR STUDENT ENTREPRENEURS

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<p><b>Info Article</b></p> <p>Received: 09 Maret 2025</p> <p>Revised: 13 April 2025</p> <p>Accepted: 16 Mei 2025</p> <p>Publication: 30 Mei 2025</p>	<p><b>Abstract:</b> <i>This study analyzes strategic solutions for student entrepreneurship development by examining the role of business incubators, market access, repeat orders, and consumer behavior. A survey of 150 student entrepreneurs revealed that the main obstacle is market access due to limited capital, production, and networks. Business incubators play a role in promotion, training, and digital access, but post-production support is lacking. Repeat orders are influenced by product quality, price, emotion, and branding, while consumer behavior is based on value, satisfaction, and local culture. Proposed solutions include: strengthening the campus incubator ecosystem, improving digital marketing, utilizing brand storytelling, and developing a sustainable customer engagement model. These recommendations aim to increase market reach, customer retention, and sustainability of student businesses.</i></p> <p><b>Abstrak:</b> Studi ini menganalisis solusi strategis pengembangan kewirausahaan mahasiswa dengan meneliti peran inkubator bisnis, akses pasar, repeat order, dan perilaku konsumen. Survei terhadap 150 wirausahawan mahasiswa mengungkap bahwa kendala utama adalah akses pasar akibat keterbatasan modal, produksi, dan jaringan. Inkubator bisnis berperan dalam promosi, pelatihan, dan akses digital, tetapi dukungan pascaproduksi masih kurang. Repeat order dipengaruhi kualitas produk, harga, emosi, dan branding, sementara perilaku konsumen berbasis nilai, kepuasan, dan budaya lokal. Solusi yang diusulkan meliputi: penguatan ekosistem inkubator kampus, peningkatan pemasaran digital, pemanfaatan storytelling merek, dan pengembangan model keterlibatan pelanggan berkelanjutan. Rekomendasi ini bertujuan meningkatkan jangkauan pasar, retensi pelanggan, dan keberlanjutan bisnis mahasiswa.</p>
<p><b>Keywords:</b> <i>Student Entrepreneur-Ship, Business Incubator, Market Access, Repeat Order</i></p> <p><b>Kata Kunci:</b> Kewirausahaan Mahasiswa, Inkubator Bisnis, Akses Pasar, Repeat Order</p>	
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## INTRODUCTION

University-based business incubators play a strategic role in supporting student entrepreneurs by providing facilities, mentoring, and market access for their products. Many studies argue that creativity will business and organization drive in the future (Saragih & Husain, 2012), a form of education that provides learning experiences for students to be directly involved in the community, and directly, students together with the community identify potential and at the same time handle existing problems so that it is hoped that it can increase the potential of the village / region and create solutions to existing problems (Ulfa, Purwaningtias, Effendy, & Mubarok, 2024). As centres for entrepreneurial development, business incubators aim to help students develop business ideas, enhance product competitiveness, and expand marketing networks (Silva, Guimarães, da Silva, & Baêta, 2024). However, despite the support provided by incubators, many student entrepreneurs continue to face challenges in effectively marketing their products and retaining customers through repeat orders (Karahan, 2024).

One of the main problems faced by student entrepreneurs is the difficulty in establishing sustainable market access. Limited capital, restricted business networks, and a lack of experience in marketing strategies serve as major obstacles in introducing their products to a broader market (Bodolica & Spraggon, 2021). Furthermore, although technological advancements have created new opportunities through digital marketing, student entrepreneurs still struggle to optimize strategies based on e-commerce and social media platforms (Harsono, *et al.*, 2024). As a result, many student businesses fail to reach their intended market targets and experience difficulties in increasing sales volume.

In addition to market access challenges, another major issue is the low rate of repeat orders. Repeat purchases are an important indicator of customer satisfaction and business sustainability (Nicholls-Nixon, Valliere, Gedeon, & Wise, 2021). However, many student entrepreneurs struggle to retain customers due to underdeveloped products or offerings that fail to meet consumer expectations. Contributing factors to the low rate of repeat orders include inconsistent product quality, misalignment with market needs, and a lack of effective customer retention strategies (Truong, 2025).

Underdeveloped product quality is often the primary reason behind the lack of repeat orders. Many student products are still in the development phase and have not undergone thorough market validation, resulting in limited alignment with consumer preferences (Mugambi, 2020). Moreover, student entrepreneurs often lack a deep understanding of consumer behavior, leading to marketing strategies that are not

customer-centered (Andersson & Müller, 2023). Consequently, customers are unlikely to make repeat purchases due to the absence of significant added value in the offered products.

To address these issues, it is essential to develop strategies that enhance the role of business incubators in helping student entrepreneur's access markets and increase repeat orders. Incubators can play a more active role by providing training in digital marketing, branding strategies, and in-depth market research techniques to enable students to align their products with consumer needs (Panggabean, et al., 2023). Furthermore, strengthening business networks through partnerships with industries, e-commerce platforms, and entrepreneurial communities can increase the chances of student products being accepted in wider markets. With a more comprehensive approach, university business incubators can become catalysts for the success of student entrepreneurship in building sustainable and competitive businesses.

- a. University business incubators as facilitators for student entrepreneurs
- b. Main problems: limited market access and low repeat orders
- c. Key factors: underdeveloped products and misalignment with consumer behavior

#### *Problem Formulation*

Student entrepreneurs have great potential to develop innovative products but continue to face challenges in optimizing market access. One of the main issues lies in determining effective strategies to enhance product competitiveness in order to reach a wider and more sustainable market (Kotler & Keller, 2016). In addition, the low rate of repeat orders indicates challenges in customer retention, which may stem from product quality, marketing strategy, or customer service (Solomon, 2018). The factors contributing to the low repeat order rate need to be identified to formulate solutions that can enhance customer loyalty toward student products (Zeithaml, Bitner, & Gremler, 2020). Therefore, this study aims to explore strategies for optimizing market access and analyze the factors influencing the low rate of repeat orders in order to provide applicable recommendations to support the sustainability of student businesses (Porter, 2008; Rangkuti, 2017).

- a. What are the optimal strategies to improve market access for student entrepreneur products?
- b. What factors cause the low rate of repeat orders, and what are the possible solutions?

### *Research Objectives*

This research aims to identify the main challenges faced by business incubators in helping student entrepreneurs expand their product market access. Business incubators play a key role in providing strategic support, yet there are still numerous barriers that must be addressed to enable student products to compete effectively in the market (Hisrich, Peters, & Shepherd, 2017). Additionally, this study seeks to explain the relationship between product quality and consumer behavior in influencing repeat purchasing decisions, as high quality often contributes to customer loyalty (Kotler & Keller, 2016). Understanding the factors influencing repeat orders is essential for designing more effective strategies to improve customer retention (Zeithaml, Bitner, & Gremler, 2020). Therefore, this research will formulate optimal strategies to increase repeat orders for student products and support the sustainability of their businesses (Solomon, 2018; Porter, 2008).

- a. To identify the main challenges of business incubators in improving market access
- b. To explain the relationship between product quality and consumer behaviour
- c. To formulate strategies to increase repeat orders for student entrepreneur products

### Conceptual Framework

#### *University Business Incubators*

University-based business incubators play a crucial role in shaping an entrepreneurial ecosystem for students. Through incubation programs, students receive mentorship in business management, product development, market access, and financial support. These incubators act as intermediaries between academia and industry, providing essential facilities to support the growth of student start-up's, such as mentoring, entrepreneurship training, and access to investors (Browne, 2024). Additionally, several universities have developed more intensive business accelerators to build student start-up capacity, such as the program implemented by Universitas Muhammadiyah Sumatera Utara (Siregar, Andriany, & Bismala, 2019)

One of the approaches applied in incubation programs is the Business Model Canvas (BMC), which assists students in designing sustainable business strategies (Estede, *et al.*, 2025, hal. 51). Other studies highlight that the involvement of academics and industry practitioners in business incubators not only enhances students' entrepreneurial skills but also strengthens university–industry collaboration (Widiyanti, 2021).

Despite the numerous benefits offered by university business incubators, student startups still face several challenges. One of the main obstacles is limited marketing and business development capabilities. Many students struggle to access broader markets due to ineffective marketing strategies and limited promotional capital (Zulkarnain & Andini, 2021). Additionally, managing human resources is often a challenge within student startups, given the founders' limited experience and managerial skills.

Furthermore, complex regulatory environments and bureaucratic processes present significant hurdles for student start-up in obtaining business licenses and legal recognition (Ranatama, 2022). Some studies have shown that universities with innovation and business incubation centres implementing continuous coaching models are more successful in helping students overcome regulatory barriers (Agustina, 2011). Moreover, experiential learning models such as internships in successful start-ups' offer a practical solution to reduce business failure risks among students (Mayasari, Liliana, & Seto, 2019).

Thus, university business incubators play a pivotal role in supporting student start-ups', but challenges in marketing and business development still require special attention. Therefore, synergy among universities, industry, and government is a key factor in creating a more conducive environment for the growth of student start-up in Indonesia.

a. The role and function of incubators in supporting student start-ups'

b. Challenges in marketing and business development

#### *Market Access for Student Products*

Market access is a critical aspect in the development of student products aimed at entering the business world. It refers to a product's ability to reach potential consumers through various distribution channels and effective marketing strategies (Rahmi, Yulianti, & Zamilah, 2022). In the context of student entrepreneurship, market access is a key determinant of business sustainability. Without broad marketing networks, even innovative student products may struggle to reach their target audience (The Mashauri Startup Spiral, 2025).

The urgency of market access is closely related to business competitiveness and sustainability. With the growth of the digital economy, marketing opportunities are expanding, but so is competition. Business digitalization and online marketing have become viable solutions for students to broaden market reach, especially through e-commerce platforms and social media (Yuristya, Ardiansyah, & Rizkiyah, 2024). Despite its importance, students often face various obstacles in marketing their products.

A major challenge is the lack of understanding of effective marketing strategies, including market segmentation and strong branding (Rahmi, Yulianti, & Zamilah, 2022). Additionally, limited capital often prevents students from scaling up production, making it difficult to compete with established producers (Pramudyo & Lestari, 2021). Another issue is the lack of networks and global market access, where students find it hard to reach wider markets due to insufficient support from a robust business ecosystem (Wibowo, *et al.*, 2025)

Internal constraints, demand uncertainty, and limited access to market data also diminish student confidence in expanding their ventures. This indicates the urgent need for external support to help student products enter the market with greater confidence and competitiveness. A conducive business ecosystem plays a significant role in this regard. Such ecosystems involve incubators, business mentors, local governments, and digital platforms working together to support students across the entire business value chain (Nicholls-Nixon, Valliere, Gedeon, & Wise, 2021). To overcome these challenges, the business ecosystem must play a strategic role in assisting students with product marketing. This ecosystem includes various stakeholders, such as government bodies, educational institutions, business incubators, and large enterprises that can provide essential support to student start-up's (Harefa, Restu, Matondang, Nasution, & Rais, 2022). Partnership programs between universities and industries can also open broader market access for student products, whether through venture capital or product distribution agreements (Ankraha & AL-Tabbaa, 2015).

Moreover, the use of technology and digitalization is a key factor in enhancing market access for student products. By adopting digital marketing strategies such as paid advertising, search engine optimization (SEO), and e-commerce, students can reach wider audiences and improve product competitiveness (Husain *et al.*, 2020; Bayhaqi, *et al.*, 2024). Therefore, collaboration among academia, business actors, and government is essential to create a supportive business environment for student ventures.

#### *Repeat Orders and Consumer Behavior*

In marketing and consumer behavior studies, repeat orders and customer loyalty are two key concepts that reflect the long-term relationship between consumers and providers of products or services. A repeat order is defined as the act of a consumer repurchasing the same product from the same producer, usually based on a previously positive experience (Kurniawan, 2025). This repeat purchase behavior serves as an important indicator that the product has met or even exceeded consumer expectations. In

the context of small-scale businesses, such as student ventures, the frequency of repeat orders is a primary benchmark for a product's success in maintaining its relevance in the market (Profeta & Ylagan, 2022). Meanwhile, customer loyalty can be understood as the consumer's commitment to consistently choose and use a particular product or service, even when many alternatives are available. Loyalty is not only related to behavioral dimensions (behavioral loyalty) but also encompasses psychological aspects such as affection, trust, and emotional attachment to a brand (Santosa, *et al.*, 2024). Thus, customer loyalty is a more complex condition than repeat orders, as it involves sustained attitudes and preferences.

The relationship between repeat orders and customer loyalty is mutually reinforcing. Loyal consumers tend to make repeat purchases regularly because they feel satisfied, trust the brand, and are emotionally attached to it (Putra & Ardiani, 2018). Therefore, building customer loyalty can be an effective long-term strategy to ensure business continuity, especially for novice entrepreneurs like students. In this regard, product quality, service consistency, competitive pricing, and positive brand interaction experiences are key factors that can foster loyalty (Suminto, *et al.*, 2023).

In today's digital era, loyalty is also influenced by consumer engagement through two-way communication channels such as social media and tech-based customer service. Consumers are more likely to remain loyal to brands that are responsive, interactive, and continuously provide added value (Lestari, *et al.*, 2021). This indicates that customer loyalty is not solely built through the product itself, but also through emotional connections formed via effective communication and service. By understanding the theoretical foundations of repeat orders and customer loyalty, student entrepreneurs can design marketing strategies that focus not only on initial sales but also on customer retention. This approach provides significant competitive advantages and contributes to long-term business sustainability.

Repeat orders or repurchases are one of the key indicators in evaluating the success of a product's marketing strategy (Nasution & Nasution, 2023). This behavior reflects the level of customer trust and satisfaction with previously consumed products. Various studies have identified several main factors that significantly influence consumers' tendency to repurchase, including product quality, branding, and customer satisfaction. The first critical factor is product quality. Quality refers to durability, functionality, design, and consistency in meeting consumer expectations. High-quality products create positive perceptions and trust, which encourage consumers to place repeat orders

(Suryani, 2021). Furthermore, stable quality over time increases loyalty, as consumers feel no need to risk trying unproven alternatives.

The second factor is branding. A brand is not just a symbol or name, but also a representation of values and images embedded in consumers' minds. A strong brand can create identity and distinguish products from competitors. According to Lestari *et al.* (2021), high brand equity increases the likelihood of repeat purchases because consumers feel more confident and emotionally connected to the brand. Moreover, visual elements, brand communication, and consistent storytelling help strengthen brand appeal in the long term.

The third factor is customer satisfaction, which is often seen as a mediator between product quality and repeat purchase behavior. Customer satisfaction reflects the gap between pre-purchase expectations and post-purchase reality. If the product exceeds these expectations, it results in satisfaction, which leads to the intention to repurchase (Putri & Satria, 2023). Satisfied customers are also more likely to recommend the product to others, thereby expanding market potential. These three factors interact and form a positive cycle. As market competition intensifies, efforts to maintain quality, strengthen brand identity, and create positive customer experiences should become the core focus of marketing strategies (Ramadhan, Supriadi, & Dewi, 2020). Thus, strategies to increase repeat orders cannot be separated from the integrated management of quality, branding, and customer satisfaction. This approach not only boosts short-term sales but also strengthens the business's position in the long term.

Consumer behavior refers to the study of the processes individuals go through in searching for, selecting, using, and evaluating products or services to meet their needs. Understanding consumer behavior is highly important in the marketing world, especially for young entrepreneurs such as students who are developing new products and attempting to enter the market. Consumer behavior is influenced by various internal factors (such as motivation, perception, and attitude) and external factors (such as social environment, culture, and market trends (Lestari, *et al.*, 2022)). For student products, the main challenge lies in building trust and generating consumer interest in products that are often not widely recognized. These products are typically new and lack strong market reputations, requiring special strategies to attract consumer attention. One effective approach is understanding market segmentation and target consumer behavior. According to Ramadhani and Widodo (2023), products that align with consumer preferences and lifestyles are more likely to be accepted and repurchased.

Emotional involvement also plays an important role in increasing consumer interest. Consumers are often drawn to products that are not only functional but also carry symbolic or emotional value, such as reflecting identity or supporting local movements (Putra, *et al.*, 2023). In this case, students can leverage brand storytelling to build emotional closeness with consumers. Stories about students' entrepreneurial struggles, sustainability values, or unique innovations can psychologically enhance a product's appeal.

Digital marketing strategies also play a significant role in shaping consumer perceptions and decisions. Social media, local influencers, and community-based campaigns can be effective channels for introducing and educating the market about student products. Attractive product visualizations, customer testimonials, and interactive content can accelerate brand awareness and preference. Additionally, programs like discounts, bundling, and free samples have proven to boost initial interest in new products (Adibah & Sufiati, 2024).

From a psychological perspective, consumer interest can also be increased by creating a high perceived value of the product. Consumers are more likely to be attracted when they believe the benefits they receive outweigh the price paid. Therefore, students need to emphasize their products' advantages—whether in quality, uniqueness, or social value—in every marketing message. Overall, understanding consumer behavior enables students to develop more targeted, personalized, and relevant marketing strategies. By combining emotional, visual, and educational approaches, the market appeal of student products can be significantly enhanced.

## **METHOD**

This research is a type of descriptive research, namely a type that formulates a problem with a question on a single variable, either one or more, using other samples, then looking for the relationship between the variables, but does not intend to compare the variables (Sugiyono, 2023, hal. 86). This study uses a qualitative analysis approach, this approach uses a literature review as a guideline for a researcher to collect the necessary data. The theories presented in this section will later become a reference for researchers to analyze data (Pascasarjana UNJ, 2019, hal. 31). The selection of this approach is through descriptive analysis, with investigative activities to determine the optimal strategy to increase market access for student entrepreneurial products, as well as identifying factors that cause low repeat orders, and finding solutions.

The data collection method uses direct observation by delivering a questionnaire with open questions. The respondents selected were 150 students participating in the entrepreneurship program, then the secondary data used were the results of a literature study in the form of books, journal references, and internet media that are related to optimizing market access and repeat orders for student products in the strategy of strengthening college business incubators. The data analysis method uses a thematic analysis approach, which is used in social sciences to identify and present recurring patterns or themes in data (Braun & Clarke, 2006).

## **RESULTS AND DISCUSSION**

### ***Strategies for Optimizing Market Access***

Based on a survey of 150 student entrepreneurs participating in university entrepreneurship programs, one of the main challenges identified is limited market access. Approximately 62% of respondents reported difficulties in expanding their product reach beyond the campus community. This finding aligns with previous studies suggesting that student entrepreneurs typically lack distribution networks, business experience, and promotional capacity (Lestari, *et al.*, 2022). Therefore, optimizing marketing and distribution strategies is essential to enable student products to compete in broader markets. Three key strategies can be implemented: utilization of digital platforms and e-commerce, partnerships with local industries and business networks, and community-based and social media marketing approaches.

#### **1. Utilization of Digital Platforms and E-Commerce**

The emergence of e-commerce, particularly online stores, can attract considerable attention and have a significant impact on the information society. This stage involves analyzing store consumers registered on the visitor statistics site to determine visitor performance (Husain, Sani, Ardiansyah, & Wiliani, 2020). The data reveals that 58% of respondents have attempted to market their products via social media, but only 23% reported satisfactory outcomes. This indicates a gap between digital technology use and its effectiveness. A lack of understanding of digital marketing strategies—such as content optimization, social media algorithms, or professional marketplace utilization—acts as a limiting factor. Platforms like Tokopedia, Shopee, and Instagram Shop can serve as primary marketing channels, especially for younger consumers (BOF-McKinsey, 2019).

Therefore, intensive training in digital marketing, copywriting, and online promotional tools is needed to enhance student capacity.

## 2. Partnerships with Industries and Local Business Networks

Only 17% of respondents have established partnerships with local business actors or related industries. In fact, strategic partnerships can accelerate product distribution and provide access to essential resources such as raw materials and consumer networks (Sitorus, Kurniawan, Hariyanto, & Afrizal, 2024). The collaboration between students and industries enhances the commercialization of innovative products (Wibowo, *et al.*, 2025). Incubators should thus focus not only on technical assistance but also on expanding students' connections to industrial and market networks.

## 3. Community-Based and Social Media Marketing Approaches

As many as 71% of respondents indicated that community support (friends, family, or campus networks) significantly affects business sustainability. Community-based marketing strategies remain relevant, especially at the early stages. This approach leverages social relationships, testimonials, and story-driven campaigns to build customer loyalty (Mardiah, *et al.*, 2024). It is also cost-efficient and fosters emotional connection. Students can use platforms such as WhatsApp Groups, Telegram Channels, or online forums as direct communication channels with their customers.

### ***Strategies to Increase Repeat Orders***

Repeat orders are a key indicator of customer loyalty and business sustainability. However, only 21% of respondents reported receiving consistent repeat orders, indicating that customer retention remains a challenge. Three strategic aspects need to be strengthened: product quality and innovation based on market research, customer retention strategies and loyalty programs, and brand building through storytelling and social proof.

#### 1. Improving Product Quality and Innovation through Market Research

About 68% of respondents have not conducted structured market research. Their products tend to be based on assumptions or short-term trends rather than actual consumer needs. Yet, product quality that aligns with market preferences is crucial for repeat purchases (Lion & Akpan, 2024). Students need training in customer surveys, competitor analysis, and product validation. Simple innovations—whether in packaging,

product variants, or services—can significantly improve customer satisfaction and retention.

## 2. Customer Engagement: Retention Strategies and Loyalty Programs

Only 14% of students have implemented customer loyalty programs. In fact, retaining existing customers is more cost-effective than acquiring new ones (Hussain, Javed, Khan, & Yasir, 2024). Strategies such as repeat purchase discounts, reward points, personalized greetings, and exclusive memberships can enhance emotional closeness. Follow-up messages and customer satisfaction surveys are also effective in maintaining customer relationships.

## 3. Building Strong Branding through Storytelling and Social Proof

Some 59% of respondents do not yet have a strong brand identity or narrative. Authentic branding can create emotional connections with consumers and foster loyalty (Agu, Iyelolu, Idemudia, & Ijomah, 2024). Social proof such as customer testimonials, online reviews, and endorsements can enhance product credibility. Students can leverage Google My Business, review platforms, or dedicated testimonial accounts as branding strategies.

### ***The Role of Incubators in Strategy Implementation***

University-based business incubators play a crucial role in assisting student business development. However, only 32% of respondents felt they received intensive support, particularly in marketing and market expansion. The role of incubators must be strengthened through three main approaches: training in digital marketing and branding, collaboration with mentors and industry professionals, and continuous monitoring and evaluation systems (Lee, Tan, & Chan, 2024).

#### 1. Providing Training in Digital Marketing and Branding

As many as 67% of students admitted lacking confidence in digital marketing. Incubators should offer practical, hands-on training in areas such as paid advertising, SEO, copywriting, digital analytics, and brand storytelling (Setyowati, Mustofa, Yuliawan, Astuti, & Mahasti, 2024). This will increase students' readiness to compete in digital markets from an early stage.

#### 2. Collaboration with Business Mentors and Industry Experts

Only 19% of students reported receiving regular guidance from business mentors. Yet, mentors can accelerate learning, support strategic decision-making, and open access

to business networks (Mirdani, 2024). In addition, in the context of e-commerce organizations, it is a long-term step by devoting all the skills of its employees and is required to collaborate with business companies (Fahrurrozi, Soekiman, Gheta, Sudaryana, & Husain, 2020). Incubators should establish active mentorship systems involving entrepreneurs, alumni, or industry associations. Campus incubators need to collaborate with entrepreneurs, alumni of successful entrepreneurs, or industry associations to form an active mentorship system that is oriented towards achieving business targets. This model will create a dynamic and contextual learning environment for students.

### 3. Continuous Monitoring and Evaluation

Only 28% of students have undergone structured business evaluation. Incubators should implement periodic reporting and performance indicators (KPIs), such as sales growth, loyal customer base, and repeat order rates (Ngcobo, Bhengu, Mudau, Thango, & Lerato, 2024). Such evaluations provide constructive feedback and help identify necessary interventions, such as access to funding or distribution networks.

## CONCLUSION

This study identifies both challenges and opportunities in improving market access and repeat order performance among student entrepreneurs. Survey findings reveal that the success of student businesses is heavily influenced by the quality of incubation services, particularly in marketing, product development, and mentoring. The main challenges lie in weak digital marketing skills, inadequate branding, and low customer retention. Only 21% of respondents consistently receive repeat orders, and less than one-third feel they have gained tangible benefits from incubation programs. This indicates a need to strengthen students' capacities in product innovation, customer engagement, and brand development based on narratives and social credibility. The role of incubators must also be transformed into strategic business partners, rather than merely training facilitators. Incubators should build industrial partnerships, offer continuous mentoring, and carry out systematic evaluations of student business performance.

This study give a recommendations consist of:

#### 1. Development of Student Product Marketing Programs by Universities

Universities are encouraged to develop integrated marketing programs that include digital content training, e-commerce utilization, and branding. These programs can

be integrated into applied entrepreneurship curricula.

2. Strengthening Business Networks and Technology Integration

Students should be facilitated in building business networks and accessing data-driven marketing technologies. Incubators can act as a bridge for collaboration with industries, local communities, and both online and offline business events.

3. Optimizing the Role of Incubators in Understanding Consumers and Market Trends

Incubators should actively provide market research insights, conduct regular evaluations, and offer mentoring by industry practitioners. Through this approach, students can grow into adaptive and competitive business actors

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