

Analisis Model Bisnis Perusahaan Peer-to-Peer Lending Berbasis Teknologi (Financial Technology; Fintech) = Analysis of Business Model of Peer-to-Peer Lending Fintech Company

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Abstrak

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Penelitian ini bertujuan untuk menganalisis pengaruh model bisnis yang di gunakan oleh pelaku bisnis dalam industri teknologi finansial. Analisis di lihat dari elemenelemen yang tergabung dalam ekosistem fintech beserta kunci penggerak nya. Produk yang di tawarkan, permintaan pelanggan, hambatan masuk, percepatan teknologi, serta modal pendanaan usaha juga termasuk ke dalam bagian dari penelitian.

ABSTRACT

This study aims to analyze the influence of bussiness models that are used by peer to peer lending businesses in financial technology fintech. The analysis is viewed from the element of fintech ecosystem along with its driving key firms. Offered products, customer demands, barriers to entry, pace of acceleration technology, and funding of the bussiness are also included inside the part of research.