



FINTECH AND ITS ROLE FOR THE DEVELOPMENT OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN YOGYAKARTA

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Abstract

Financial transactions are moving so fast with the presence of Financial Technology (Fintech). Fintech is a business model that combines financial services with technology. The goal is that buying and selling transactions can be done flexibly, not limited by distance and time. In addition, the presence of Fintech is also suspected to facilitate the public in accessing financial products. Businesses in Indonesia should be able to see the opportunities offered by various fintech companies to have a positive impact on their business. The purpose of this study is to analyze the use of Fintech in micro, small and medium enterprises (MSMEs) in Yogyakarta, what types of Fintech are often used, and what factors influence the use off fintech. The sample used in this study amounted to 168 MSMEs. Based on the results obtained, most of the business actors in Yogyakarta have been utilizing Fintech for its business development. E-money is the most commonly used by SMEs, and there are four other factors affect the utilization of Fintech, easy to get capital assistance through fintech, flexible, safe and profitable, requests from consumers / buyers.

***Keywords:** Financial Technology, SMEs, Yogyakarta.*

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