

Optimalisasi Financial Teknologi (Fintech) terhadap Peningkatan Literasi dan Inklusi Keuangan Usaha Menengah Purwokerto

Title	Optimalisasi Financial Teknologi (Fintech) terhadap Peningkatan Literasi dan Inklusi Keuangan Usaha Menengah Purwokerto
Author Order	of
Accreditation	3
Abstract	The purpose of this study is to explain the effect of fintech-based financial services on financial literacy and financial inclusion on Medium Enterprises in Purwokerto. To test the empirical model, Structural Equation Modeling (SEM) analysis was used. Other analysis tools used included AMOS 21.0, SPSS 16.0 and Microsoft Excel 2010. The number of samples in this study was 108 micro business owners. The results of this study indicate that fintech-based financial services have a positive influence on financial literacy and micro-business financial inclusion in Purwokerto.
Publisher Name	Faculty of Economics and Business Universitas Jenderal Soedirman
Publish Date	2020-01-31
Publish Year	2020
Doi	DOI: 10.20884/1.jp.2020.27.1.2284
Citation	
Source	Performance: Jurnal Personalia, Financial, Operasional, Marketing dan Sistem Informasi
Source Issue	Vol 27 No 1 (2020): Performance
Source Page	12-20
Url	http://jos.unsoed.ac.id/index.php/performance/article/view/2284/1371
Author	CUT MISNI MULASIWI, S.Pd, M.Pd