

ABSTRACT

Financial Technology or Fintech is generally known to the public as a service that offers online loans. However, it is important to note that fintech now offers a variety of features, including purchasing, payments, investments, and even insurance. Online transactions are beneficial for both fintech companies and users, providing a solution for customers who require fast service and low costs.

The aim of this research is to understand the business model of the Fintech payment gateway at PT Finnet Indonesia and identify the strengths of this model. This study uses a non-probability sampling method with purposive sampling, which involves selecting samples based on specific criteria. One company, PT Finnet Indonesia, responded to the interview questionnaire out of twelve companies that provided complete data according to the requirements, making convenience sampling also applicable in this research.

Among the nine indicators of the Business Model Canvas (BMC)—which include Key Partnerships, Key Resources, Key Activities, Value Proposition, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams—Finpay emphasizes its strength in Key Partnerships. This indicator focuses on building partnerships. Finpay, affiliated with both state-owned and private entities, is connected with 800 online merchants, 122 billers, 100,000 outlets, 90 banks, and provides money transfer services for Indonesian migrant workers through remittance companies in seven countries around the world. Key Partnerships can be understood as partners who collaborate to improve company performance, reduce risks from competitive uncertainties, and optimize the allocation of human resources. In the Value Design Model, which consists of Value Drivers, Value Nodes, Value Exchange, and Value Extract, Finpay's main motivation is found in the Value Drivers element. This aspect concerns how Finpay creates value and innovation, both from the company's internal environment and from external factors.

This research can serve as a guideline for companies, providing useful insights and suggestions for internal improvements.

Keywords: *Fintech, Payment Gateway, Financial Inclusion, Business Model Canvas (BMC), Value Design Model (VDM).*