THESIS

THE INFLUENCE OF SOCIAL MEDIA FINTECH, CONSUMPTIVE LIFESTYLE, AND TOP UP TRANSPARENCY ON INTEREST IN USING PEER TO PEER LENDING

Compiled by:

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ABSTRACT

The simplicity of the transaction process, and the many sources of information related to online loans, make people, especially MSME players, more interested in using online lending platforms than other fund lending institutions to fulfil their needs in developing their businesses. This is supported by technological developments in the financial sector or commonly called financial technology (Fintech). This study was conducted to find out the effect of fintech social media, consumptive lifestyle, and top-up transparency on interest in using Peer to Peer Lending online loans among MSME players. This study uses a quantitative method that uses secondary data obtained directly by researchers from the main data source. In processing the data, researchers used the SPSS application to test validity, reliability, and multiple linear regression. The population in this study totalled 38,387 MSMEs registered with the Ponorogo Regency government, with a sample size of 400 respondents using a margin of error of 5%.

The results of this study indicate that the three independent variables X, namely, Social Media fintech, Consumptive lifestyle, and Top-up transparency have a positive and significant effect on the dependent variable Y, namely Interest in Using online loans, which is reinforced by the results of the t-test value of each variable, namely; social media fintech X1 of 4.341, consumptive lifestyle X2 of 4.479, and top-up transparency X3 of 2.663, the three results are greater than the t-table of 1.284. Thus it can be concluded that the higher the level of influence of fintech social media, consumptive lifestyle, and top-up transparency, the higher the public interest, especially MSME players in Ponorogo, to use online loans.

Keywords: *Social Media Fintech, Consumtive Lifestyle, Top-up Transparency, Online loans*

ABSTRAK

Kemudahan proses transaksi, dan banyaknya sumber informasi terkait pinjaman online, membuat masyarakat khususnya pelaku UMKM lebih tertarik untuk menggunakan platform pinjaman online dari pada instansi penyedia pinjaman dana lainnya untuk memenuhi kebutuhannya dalam mengembangkan usaha. Hal ini didukung oleh perkembangan teknologi di sektor financial atau biasa disebut financial technology (Fintech). Penelitian ini dilakukan untuk mencari tahu pengaruh sosial media fintech, gaya hidup konsumtif, dan transparansi top-up terhadap minat penggunaan pinjaman online Peer to Peer Lending di kalangan pelaku UMKM. Penelitian ini menggunakan metode kuantitatif yang menggunakan data sekunder yang diperoleh secara langsung oleh peneliti dari sumber data utama. Dalam mengolah data, peneliti menggunakan Aplikasi SPSS untuk menguji validitas, reliabilitas, dan regresi linear berganda. Populasi dalam penelitian ini berjumlah 38.387 UMKM yang terdaftar dipemerintah Kabupaten Ponorogo, dengan jumlah sampel 400 responden dengan menggunakan margin of error sebesar 5%.

Hasil dari penelitian tersebut menunjukan bahwa ketiga variabel independent X yaitu, Sosial Media Fintech, Gaya Hidup Konsumtif, dan Transparansi Top-up berpengaruh secara positif dan signifikan terhadap variabel dependen Y yaitu Minat Menggunakan Pinjaman Online, yang diperkuat oleh hasil nilai Uji-t masing-masing variabel yaitu; sosial media fintech X1 sebesar 4.341, gaya hidup konsumtif X2 sebesar 4.479, dan transparansi top-up X3 sebesar 2.663, ketiga hasil tersebut lebih besar daripada t-tabel yaitu sebesar 1.284. Dengan demikian dapat disimpulkan bahwa semakin tinggi tingkat pengaruh sosial media fintech, gaya hidup konsumtif, dan transparansi top-up akan semakin tinggi pula minat masyarakat khususnya pelaku UMKM di Ponorogo untuk menggunakan pinjaman online.

Keywords: *Social Media Fintech, Gaya hidup konsumtif, Trnsparansi Top-up, Online loans,*

APPROVAL OF SUPERVISOR

To Honorable,

Dean of Faculty of Economics and Management University of Darussalam Gontor

Bismillahirrahmanirrahim,

Assalamu'alaikum Wr. Wb.

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of (Islamic Economics / Management) Department.

Wassalamu 'alaikum Wr. Wb.

Ponorogo, Jumadil Awal 23rd, 1446 H
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I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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