THE FUTURE OF BANKING INSTITUTIONS WITH THE RISE OF FINANCIAL TECHNOLOGY: A CONTENT ANALYSIS

THESIS

Proposed as a prerequisite to earn the

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ABSTRACT

The purpose of this study is to identify the risks and benefits of fintech and interpreting the predicted future of banks with the rise of fintech by scrutinizing the contents of the Big 4 and consulting firms' annual fintech and banking industry reports and the contents of blog posts from global and Indonesian platforms to better represent the market. The contents drawn from the reports and blog posts are analysed through NVivo 12 software. The results of the study show that content analysis on the reports and blog posts can form a good basis of understanding the competition between banks and fintech. The result identified convenience as the most important benefit to fintech adopters and they viewed operational risk as the most threatening one. Despite the rise of fintech, the final finding of this study reveals that banks will not cease to exist in many years to come. The study also expounds on suggestions that bank will be able to leverage from fintech disruption. This study, although limited in scope, will be of interest to any academic researchers and industry practitioners who are seeking to better understand the nature of banks and fintech.

Keywords: Bank, Fintech, Content Analysis, Disruption

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY i
APPROVAL PAGE ii
ACKNOWLEDGEMENT iii
STATEMENT OF APPROVAL iv
ABSTRACT v
TABLE OF CONTENTS vi
LIST OF FIGURES viii
LIST OF TABLES ix
CHAPTER I INTRODUCTION 1
1.1. Background 1
1.2. Problem Identification 5
1.3. Study Objectives 5
1.4. Significance of Study 5
1.4.1. Theoretical Significance 5
1.4.2. Practical Significance 6
1.5. Writing Methodology 6
CHAPTER II THEORETICAL REVIEW 7
2.1. Financial Technology 7
2.2. Retail Banking: Competition of The Future 9
2.3. Fintech Adoption Intention 12
2.4. Consumer Behaviour: Perceived Risk and Perceived Benefit 14
2.4.1. Perceived Risk 15
2.4.2. Perceived Benefit 16
2.5. Product Comprehension 17
2.6. Previous Relevant Researches 18
2.7. The Significance of Big 4 and The Role of Fintech Blogs 21
2.8. The Conceptual Framework 22
CHAPTER III METHODOLOGY 27
3.1. Methodology 27
3.2. Object of Study 28
3.3. Data Source and Data Collection Technique 28
3.3.1. Data Source 28

3.3.2. Data Collection Technique 29
3.4. Data Analysis Technique 30
CHAPTER IV FINDINGS AND DISCUSSION 37
4.1. Findings 37
4.1.1. Risk and Benefit of Fintech on the Adoption Intention Level 40
4.1.2. Interpretation of Banking Institution Predicted Future 48
4.2. Discussion 58
4.2.1. Discussion on Perceived Risks and Benefits of Fintech 58
4.2.2. Discussion on Implication of the Future of Banking Institutions and Strategies that Banks Can Leverage 62
CHAPTER V CONCLUSION AND RECOMMENDATION 67
5.1. Conclusion 67
5.2. Recommendation 68
5.2.1. Theoretical Recommendation 68
5.2.2. Practical Recommendation 68
BIBLIOGRAPHY 70

LIST OF FIGURES

Figure 1.1 Select reasons for using fintech challengers 2
Figure 2.1 Economic Profit of Global Banks 14
Figure 3.2 Conceptual Framework 25
Figure 4.1 Auto Code Sentiment Results on Positive Implication 50
Figure 4.2 Auto Code Sentiment Results on Negative Implication 53

LIST OF TABLES

Table 3.1 Reports Analysed in This Study 31
Table 3.2. Global Blog Posts Analysed in This Study 31
Table 3.3. Indonesian Blog Posts Analysed in This Study 34
Table 4.1 Word Frequency Analysis 37
Table 4.2 Word Frequency Analysis (Indonesia) 39
Table 4.3 Number of References of Perceived Risk and Benefit 40
Table 4.4 Perceived Risk Word Frequency Analysis 40
Table 4.5 Number of Perceived Risk References 41
Table 4.6 Perceived Benefit Word Frequency Analysis 45
Table 4.7 Number of Perceived Benefit References 46
Table 4.8 Number of Implication of the Banking Future References 49
Table 4.9 Auto Code Sentiment on Implication of the Banking Future 49
Table 4.10 Word Frequency Analysis (Strategy) 56