Traveling to various countries and cities is usually fun and tiring. The same is true for urban residents whose transportation needs are very high. Speed of accessibility is very urgent in the lane between potential passengers and vehicle owners. With the presence of information technology such as FinTech it has become more convenient and beautiful. This is where an accurate digital payment method can make a real difference from the previous one. With digital payment technology it has become fast and accurate for many people living in urban areas. In Indonesia, the percentage of fintech users for payment and use of online vehicle applications is growing rapidly which provides fresh air for entrepreneurs and their loyal customers. This paper aims to enhance Fintech services with online vehicle applications in urban areas around Jakarta. In Indonesia, the percentage of fintech users and online vehicle applications is growing rapidly, how the providers strategies for giving services to their new and loyal customers.

Keywords
Fintech, service delivery, urban transportation, strategy, Indonesia

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