

Technology Service Delivery in Urban Transportation Business Strategy in Indonesia

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Abstract

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

Biographies

John Tampil Purba, obtained a degree Doctor (S3) majoring Management from De La Salle University Systems Manila, Philippines in 2002. Dr. Purba also has several certifications international competition in management information systems and technology, among others; MCP, MCSA, MCSE, MCSES, MCSAS, MCDL and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. **He is also Professional Membership of IEOM Society since last year.** He has a number of managerial experiences in the Service Industries more than 25 years. He is currently a lecturer at the Faculty of Economics and Business Pelita Harapan University, Karawaci Banten, Indonesia.

Wilson Rajagukguk currently work as Vice Rector for Academic Affairs at the Universitas Kristen Indonesia, Jakarta, Indonesia. Dr. Wilson Rajagukguk held two Masters Degree,- in Demographic and Labor Economics, and

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Perak Samosir is a senior lecturer at Department of Mechanical Engineering of the Institut Teknologi Indonesia. Ms. Perak Samosir is also a lecturer at the Department of Mathematics of the Faculty of Science and Technology (FAST) of the Universitas Pelita Harapan Indonesia. Her first degree is in Mathematics from the Institut Teknologi Bandung and her master degree is in Statistics from the Institut Pertanian Bogor Indonesia.