ABSTRACT

This study was conducted to examine the effect of consumer loan information on funding performance through P2P lending platforms. As we know the development of technology is growing rapidly and affects every life of the community, this condition is also supported by the Covid pandemic in early 2020 which resulted in restrictions on mobility between human individuals and other humans. This condition makes lending and borrowing transactions through Peer to Peer (P2P) platforms also increase. The mechanism of P2P transactions carried out directly between borrowers and investors provides direct risk to investors for the success of the funding they provide. Therefore, investors must have adequate information in order to conduct the best analysis for their funding and avoid information asymmetry from the borrower side with investors.

The level of trust from investors is an important factor that will influence his decision to give his funds to the borrower. This confidence can be obtained, among others, by studying various available information. In this study, the information variables to be examined are information related to the age of the borrower, the level of education of the borrower, the marriage status of the borrower, the loan ceiling, the loan period and the loan interest rate.

This study uses data on funding transactions through P2P for the period January to April 2021 from 3 sampling of P2P platforms registered with P2P lending supervisory institutions in Indonesia. This study uses the Ordered Logit Model (OLM) method because the independent variable in this model consists of dummy variables and continuous variables while the independent variables are stratified qualitative discrete variables divided into three levels. The dependent variable is the quality of funding, namely the status of successful return on financing made through the P2P platform.

Keywords: P2P lending, platform P2P,OLM, TKB