

ABSTRACT

This study aims to analyze the operational and financial performance of Samsung Pay at United States in the year of 2015. Operational performances consist of availability, security, and effectiveness and usability of Samsung Pay. Financial performances consist of profitability, inventory turnover, percentage of sold phone which acceptable to use Samsung Pay in US to all sold phone of Samsung in the year of 2015, and the percentage of sold phone which acceptable to use Samsung Pay in US to US Samsung Pay users in 2015. The theory used in this research is Corporate Performance Evaluation Theory.

Methods of data collection used in this research is literature study with secondary data in the form of Annual Financial Statement of Samsung Electronics, Co., Ltd and the Subsidiaries in the Year of 2015. Descriptive qualitative method is used to analyze the research data.

The result of the research found that the value of operational and financial performances of Samsung Pay is 3,1 of 4. So it can be said that the performance of financial and operational in Samsung Pay is great. Limitations of this research is no explanation about the revenue and job of the Samsung Pay's users at US, this research was not involved inside Samsung Pay but done by document analysis, as well as a minimum of information or data about Samsung Pay. The next research are expected to use the other data with the different set of research object and region, as well as to add the other performance indicators other than financial and operational.

Keywords: financial technology, samsung pay, operational performance, financial performance.