

TABLE OF CONTENTS

COVER	i
SKRIPSI APPROVAL.....	ii
THE VALIDATION OF PASSED EXAM	iii
STATEMENT OF SKRIPSI ORIGINALITY	iv
MOTTO AND OFFERING	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS.....	xi
LIST OF TABLES	xiv
LIST OF FIGURES.....	xv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Research Questions	6
1.3 Objectives and Benefits of Research.....	7
1.3.1 Research Objectives	7
1.3.2 Benefits Research.....	8
1.4 Systematics Research	9
CHAPTER II LITERATURE REVIEW.....	11
2.1 Theoretical Aspects	11
2.1.1 Corporate Performance Evaluation	11
2.1.2 Financial Technology (FinTech).....	18
2.2 Performance Indicator of Financial	21
2.3 Prior Research	23
2.4 Research Framework	28
CHAPTER III RESEARCH METHODOLOGY	31
3.1 Description of Operational Variable	31
3.2 Types and Data Sources	32
3.3 Research Object.....	32
3.4 Data Collection Methods.....	32
3.5 Method of Data Analysis.....	33

CHAPTER IV RESULT AND DISCUSSION	34
4.1 Description of Research Object.....	34
4.1.1 Samsung Electronics, Co., Ltd.....	34
4.1.1.1 History.....	34
4.1.1.2 Mileystone.....	34
4.1.1.3 Phylosophy and Target.....	37
4.1.1.4 Business Principles.....	38
4.1.2 Samsung Pay	38
4.2 Data Analyzing	40
4.2.1 Performance Indicators: Operational	40
4.2.1.1 Availability.....	41
4.2.1.1.1 Supported Device	41
4.2.1.1.2 Supported Merchants and Regions	43
4.2.1.1.3 Supported Cards	46
4.2.1.2 Security	47
4.2.1.3 Effectiveness and Usability.....	48
4.2.1.3.1 US Customer Awareness in 2015	49
4.2.1.3.2 US Customers's Obstacles to Use Mobile Payment.....	49
4.2.1.3.3 US Customer Satisfaction in 2015.....	50
4.2.1.3.4 US People Reasons Why Don't Use Mobile Payment in 2015	52
4.2.2 Performance Indicators: Financial	52
4.2.2.1 Ratio of Samsung Pay's Revenue to Samsung's Gross Profit in 2015.....	53
4.2.2.2 Ratio of SP's Revenue to Samsung's Operating Profit in 2015	54
4.2.2.3 Ratio of Samsung Pay's Revenue to Samsung's Net Income in 2015.....	55
4.2.2.4 Ratio of Samsung Pay's Revenue to Samsung's Revenue in 2015	56
4.2.2.5 Inventory Turnover Ratio in 2015.....	56
4.2.2.6 Percentage of Sold Phone which Acceptable for Samsung Pay in US to all sold phone of Samsung in 2015	57
4.2.2.7 Percentage of Sold Phone which Acceptable for Samsung Pay in US to US Samsung Pay users in 2015	58
4.3 Result Interpretation	59

4.3.1 Performance Indicators: Operational	59
4.3.2 Performance Indicators: Financial	61
CHAPTER 5 CLOSING	72
5.1 Conclusion.....	72
5.2 Limitations.....	74
5.3 Suggestions.....	74
REFERENCES.....	75