

***IDENTIFICATION OF EKSTERNAL AND INTERNAL FACTOR
LINE BANK***

By :

Raisha Azzura Razak

ABSTRACT

Knowing the external and internal factors of Line Bank service features. SWOT analysis is used in business management to evaluate the strengths, weaknesses, opportunities and threats of an organization or project. Collecting data using literature study sources is often referred to as a library research method or library research. Line banks have quite good opportunities because they can open banking products quickly, but there are still threats that need to be faced like other digital banks. Line bank also has many advantages and disadvantages of banking products that must be continuously improved in order to retain customers. Line Bank needs to continue to innovate and improve products and services..

Keywords: SWOT, Digital Bank, Services

IDENTIFIKASI FAKTOR *EKSTERNAL* DAN *INTERNAL* LINE BANK

Oleh :

Raisha Azzura Razak

ABSTRAK

Mengetahui faktor eksternal dan internal fitur layanan Line Bank. Analisis SWOT digunakan dalam manajemen bisnis untuk mengevaluasi kekuatan (strengths), kelemahan (weaknesses), peluang (opportunities), dan ancaman (threats) suatu organisasi atau proyek. Pengumpulan data dengan menggunakan sumber studi pustaka sering disebut sebagai metode penelitian pustaka atau penelitian kepustakaan. Line bank memiliki peluang yang cukup bagus karena dapat membuka produk perbankan secara cepat, Namun masih ada ancaman yang perlu dihadapi seperti bank digital lainnya. Line bank juga memiliki banyak keunggulan dan kelemahan dari produk perbankan yang harus tetap ditingkatkan agar dapat mempertahankan nasabah.. Line Bank perlu terus melakukan inovasi dan meningkatkan produk dan layanan.

Kata Kunci : SWOT, Digital Bank, Layana