

Abstract

This study examines the transformative role of financial technology (FinTech) in reshaping traditional banking systems. With the rapid evolution of FinTech, its impact on banking operations, customer experiences, and financial services delivery is profound. Using a mixed-methods approach, this research combines quantitative data analysis and qualitative interviews to assess the extent to which FinTech innovations such as block chain, digital payments, and robo-advisors influence traditional banking models and customer satisfaction.

In the quantitative phase, data is collected from banks and FinTech companies to analyze key performance indicators (KPIs) such as transaction volumes, customer acquisition rates, and cost efficiency before and after the adoption of FinTech solutions. Statistical methods are applied to identify trends and correlations, providing empirical evidence on the financial and operational impacts of FinTech integration. This phase also explores how FinTech adoption varies across different bank sizes and regions.

The qualitative component involves interviews with bank executives, FinTech entrepreneurs, and customers to gain deeper insights into the strategic, operational, and user experience changes brought about by FinTech. These interviews uncover challenges, benefits, and the future potential of FinTech in the banking sector. Ultimately, this study aims to offer a holistic view of FinTech's role in modernizing banking systems and guide financial institutions on integrating technological advancements for long-term growth and innovation.