

ABSTRACT

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UTILIZATION OF MARKETPLACE AS AN INSTALLMENT PAYMENT METHOD TO INCREASE CONSUMER PURCHASING POWER AT PT CHOYANG JAYA

Shopping convenience has become one of the important factors influencing consumer decisions. A majority of consumers now prefer payment methods that are less burdensome, and installment schemes have become a popular choice as they are considered more accessible. In response to this trend, PT Choyang Jaya began offering installment options provided by marketplace platforms as an alternative payment method for customers. During the professional practice, the intern contributed to implementing this system, starting from creating the company's marketplace account to designing the installment schemes that customers can choose when making transactions. The implementation of this installment method has proven to drive an increase in transactions, especially from buyers who previously hesitated due to financial constraints. It also makes it easier for the company to reach new consumers who are more accustomed to online transactions. Overall, the use of marketplaces as an installment payment method has been proven to help the company increase consumer purchasing power while adapting to current shopping trends.

Keywords: Marketplace, Installment Payments, Consumer Purchasing Power, Transaction Growth