

Digital Transformation in Finance: Impact of Financial Technology (Fintech) on Banking Performance and Customer Satisfaction

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Abstract: The financial services industry has experienced unprecedented transformation over the last decade due to rapid technological advancements. Financial Technology (FinTech) has emerged as a disruptive force reshaping traditional banking models by enhancing operational efficiency, improving customer experience, and promoting financial inclusion. This research paper examines the impact of FinTech adoption on banking performance and customer satisfaction, with a particular focus on emerging economies such as India. Through an extensive review of literature and conceptual analysis, the study highlights the benefits, challenges, and future prospects of FinTech in the financial sector. The findings suggest that while FinTech significantly improves service delivery and competitiveness, issues related to cybersecurity, regulation, and technological integration must be addressed to ensure sustainable growth.

Keywords: FinTech, Digital Transformation, Banking Performance, Customer Satisfaction, Financial Innovation, Digital Finance