Journal of Economics, Finance and Management Studies

ISSN (print): 2644-0490, ISSN (online): 2644-0504

Volume 08 Issue 07 July 2025

Article DOI: 10.47191/jefms/v8-i7-22, Impact Factor: 8.317

Page No: 4283-4288

The Impact of QRIS as a Petty Cash Replacement in Increasing Creative Economy Transactions for MSMEs In Metro City

Kurniawan, Angga[1], Febri Darmayanti, Elmira[2], Lelawati, Nina[3], Arina Rohmatin, Ifta[4], Zahra Tabriz, Sherin[5]

[1,4]D3 Accounting Study Program, Faculty of Economics and Business, Muhammadiyah University of Metro, Indonesia

[2,5]Accounting Study Program, Faculty of Economics and Business, Muhammadiyah University of Metro, Indonesia

[3]Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Metro, Indonesia

ABSTRACT: Technological transformation plays an important role in influencing MSMEs businesses and habits towards society. One of the changes that has occurred among MSMEs entrepreneurs is the way consumers pay when making transactions. This phenomenon is supported by the emergence of many banking applications that use QRIS because it can make transactions easier. These factors ultimately increase and encourage consumer habits in carrying out all their transactions in purchasing. This study aims to determine the Impact of QRIS as a Petty Cash Substitute in Increasing Creative Economic Transactions of MSMEs in Metro City through the TAM theory model. Data were collected through an online survey using a purposive sampling method. The study sample consisted of 207 participants who demonstrated knowledge and understanding of the use of QRIS applications. Data analysis using SPSS 24 Multiple Linear Regression. The results of the study showed that the proposed hypothesis was accepted in this study. The use of QRIS has been proven to have a positive and significant impact on increasing transactions made by consumers.

KEYWORDS: MSMEs, TAM, QRIS, Petty Cash, Creative Economic.

I. INTRODUCTION

Metro City with all its hustle and bustle, has given rise to specific MSME actors with various numbers of existing communities and as the main pillar for the Indonesian economy in general and has become a concern because it has experienced rapid growth and development. MSMEs play a role in the growth and development of the Indonesian economy because transactions are faster forward and their products are often directly related to the needs of the community (14). MSMEs contribute more than 65% to Gross Domestic Product (GDP) and reach almost 97% of the total absorption of the national workforce. The importance of this contribution requires special attention to grow and develop MSMEs in order to increase the progress of the creative economy and reduce the unemployment rate, so that MSME actors continue to innovate to develop their products. Stated that food and beverage products are very popular among all levels of society for MSMEs that offer them (25). The latest data obtained by researchers from the Cooperatives, UMKM and Industry Service shows that the number of UMKM in Metro City is approaching 20,000 MSMEs Business from 5 Districts.

Table 1. Metro City MSME Data

No	Sub-district	Number of Business Actors
1	East Metro	4.643
2	South Metro	2.130
3	Central Metro	5.789
4	North Metro	4.122
5	West Metro	3.281
	Total	19.965

Source: Metro City Cooperatives, MSMEs and Industry Service

From the data that has been presented, it can be seen that the number of MSMEs in Metro City is very large considering the

large area of Metro City and this has great potential in utilizing and using QRIS to increase its sales. The increasing development and many MSME actors are now switching to using digital payments such as QRIS as a payment method. This can be seen from the convenience and usefulness factors that it provides to the community, especially MSME actors. Starting from the anxiety of MSMEs when making buying and selling transactions because many consumers currently rarely use cash. An era where technology has and has mastered generations in various circles and everything is in the palm of their gadgets. With this progress, MSMEs must adapt to the technology that comes and erodes their businesses. However, problems began to emerge which revealed that MSME actors have obstacles and limitations in adopting a technology due to the lack of knowledge and resources they have. The fact in Metro City shows that MSME actors have not been optimal in adopting the QRIS financial technology application in their businesses. Researchers have conducted an interview with one of the staff of the Bank Indones ia Representative Office (KPW BI) for Lampung Province who noted that in Metro City, the achievement of QRIS usage was below 50% for MSME users who had registered in the 3rd Quarter period of early 2024. With these problems, researchers are very eager to empirically prove further assumptions regarding the use of QRIS which will have an impact on increasing MSME transactions in Metro City.

A. Literature review technology acceptance model

According to point (7), the presented TAM theory aims to explain how users perceive technology in information systems. It also indicates the factors that influence the acceptance of technology in these systems. The model believes that the use of information systems, in addition to their simplicity and ease of use, leads to improved personal or business performance (13). TAM is known to be effective and efficient in predicting technology usage, so it can be used as a tool to assess technology usage. Technology Acceptance Model (TAM) is a theory that states that a person's perception of something (in the form of a product/technology) will influence their behavior. For example, users' perceptions of an information technology system will influence how they accept the system (9). In the context of financial technology (QRIS) applications, researchers want to predict how micro, small and medium entrepreneurs are able to be ready and accept the use of QRIS as a payment technology to increase their transactions. This study will explore the intention, attitude and behavior of QRIS adoption among MSMEs in Metro City, by considering the perception of usefulness and ease of use. Therefore, this theory is related to the use of QRIS because the concept in this model can be applied well to understand the acceptance and adoption of QRIS payment technology (financial technology) by micro, small and medium entrepreneurs. Accounting science has now penetrated the world of technology because currently accounting uses the help of technology in recording and bookkeeping activities in preparing financial reports. This is related to the perception of technology use because accountants assume that a person's behavior in recording anything can lead to a person's or company's financial level.

Quick Response Code Indonesian Standard (QRIS) is a standard that combines various types of QR Codes from various Payment System Service Providers (PJSP), which was developed by the Indonesian Payment System Association (ASPI) together with Bank Indonesia (BI) to make the transaction process easier, faster, and safer when using QR Codes (5,19). By using QRIS, all payment applications from any Organizer, both from the banking and non-banking worlds, used by the entire community can be used in all shops, traders, stalls, parking lots, tourist tickets, donations (merchants) with the QRIS logo, even though the QRIS provider at the merchant is different from the application provider used by the community. Merchants only need to open an account or accounts with one of the QRIS service providers that have been approved by Bank Indonesia. After that, Merchants will be able to accept payments from customers using QR Codes from various applications, without being limited to certain providers.

H_1: The influence of QRIS usage in increasing MSME transactions in Metro City

B. Conceptual framework

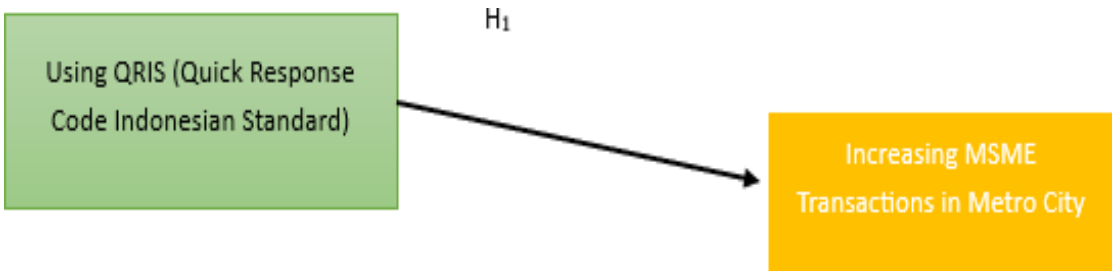

Figure 1. Conceptual model

II. RESEARCH METHODOLOGY

This research is quantitative research; namely quantitative research is a research methodology that attempts to measure data

applying several forms of statistical analysis (11). Data obtained from research samples were analyzed according to the statistical methods used and then interpreted.

A. Population

The target population is a collection of elements or objects that have the information sought by the researcher and about the conclusions to be made (23). Based on the criteria desired by the researcher, the population in this study is MSMEs in Metro City using QRIS.

B. Sample

The sampling technique used in this research is nonprobability sampling, namely a sampling design where elements in the population do not have a known or predetermined chance of being selected as sample subjects (23). Furthermore, the sample design used in this research was purposive sampling

The sampling criteria in this research are:

1. Have used QRIS for at least 1 year.
2. The business has been running for at least 1 year.
3. 80% of transactions use QRIS.

There are 20 indicators in this research. Based on the guidelines according to (11), the number of samples for this research is: 20 x 10 = 200 respondents. Based on the formula above, the minimum number of samples in this study is 200 MSMEs in Metro City using QRIS.

C. Data analysis technique

This study uses the SPSS 24 (Statistical Package for the Social Sciences) method with Multiple Linear Regression to test the proposed hypothesis.

Validity test

Propose of validity testing is to assess how accurately a measuring instrument measures what it measures. Validity refers to the precision of a measuring instrument. It can be defined as the extent to which observed changes in results reflect actual changes in what is being measured, rather than being due to systematic or random error (11;23).

Reliability Test

According to (11), reliability is a measure of how reliable the measurement instrument is. A variable is considered reliable if Cronbach's alpha and construct reliability for items are in the range of 0.79 to 0.89, which is greater than the permitted value of 0.7. If a variable has a Cronbach's alpha and construct reliability greater than 0.7, this indicates that the variable has internal consistency for all items (11). If the reliability test score is 0.70 or more, this indicates that the research instrument is very suitable for use in research and its congruence is high in the reliability test (23).

Hypothesis Testing

Hypotheses are generally divided into two categories: alternative and null hypotheses. Alternative hypothesis is the hypothesis put forward by the researcher while null hypothesis is the hypothesis to be tested. Measured of significance of the hypothesis can be used by comparing the value of t-table and t-statistic. If the value of t-statistic is greater than the value of t-table, the hypothesis is supported. t-test is used to indicate the significance level of the hypothesis testing model. The value of t-statistic should be greater than the value of t-table i.e. greater than 1.96 with a significance level (α) of 5%. A way to determine whether the hypothesis is supported can be concluded with a significance level of 5% using a one-tailed hypothesis. On the other hand, (1) states that multiple linear regression analysis uses regression analysis to estimate the causal relationship between previously identified variables (causal model) based on theory.

III. RESULTS AND DISCUSSION

This chapter will discuss the findings of the field study conducted by the researcher. The findings discussed will include the characteristics of the study participants using descriptive statistical analysis, validity tests and multiple regression analysis.

A. Analysis of Respondent Characteristics

This study used a non-probability sampling method, a sampling design in which the probability of selecting members of the population for the sample is not known or determined in advance (23). The required sample size was 200, which was obtained through the distribution of questionnaires. The characteristics of the participants in this study were discussed. The participants were classified based on the SMEs they had worked with and the entities they had worked with most frequently during the past year using the QRIS system.

B. Validity Test Results

Table 2. Correlations Results(r-value)

Variabel	*Indicator*	Pearson Correlation (r-value)	*Result*
Using QRIS (X_1)	X_{1_1}	1	Valid
	X_{1_2}	.709**	Valid
	X_{1_3}	.533**	Valid
	X_{1_4}	.558**	Valid
	X_{1_5}	.658**	Valid
	X_{1_6}	.670**	Valid
	X_{1_7}	.651**	Valid
	X_{1_8}	.466**	Valid
	X_{1_9}	.588**	Valid
	X_{1_10}	.492**	Valid
Increasing MSMEs Transaction (X_2)	Y_{1_1}	1	Valid
	Y_{1_2}	.605**	Valid
	Y_{1_3}	.657**	Valid
	Y_{1_4}	.590**	Valid
	Y_{1_5}	.550**	Valid
	Y_{1_6}	.473**	Valid
	Y_{1_7}	.480**	Valid
	Y_{1_8}	.472**	Valid
	Y_{1_9}	.606**	Valid
	Y_{1_10}	.500**	Valid

Instrument testing on the Using QRIS and Increasing MSMEs Transaction variables (conducted with the help of SPSS version 24. The table above shows that the calculated r value has the lowest number of 0.466**(X1) and 0.472**(Y) and the maximum value of 0.709**(X1) and 0.657**(Y) which means that the calculated r value on the Using QRIS and Increasing MSMEs Transaction variables ≥ the r table value, which is 0.14 with a significance of 5%. Meanwhile it can be stated that the questionnaire item is valid. Based on the test results with a total of 207 respondents with 20 question items or statements, it can be seen that the item on The Using QRIS and Increasing MSMEs Transaction variables are declared valid.

C. Reliability Test Results

Tabel 3. Cronbach's alpha and *composite reliability*

Variable	Cronbach's Alpha	Description
Using QRIS (X_1)	0.929	Reliabel
increasing MSME transactions (X_2)	0.766	Reliabel

With these results it can be seen that all research variables have a Cronbach's alpha value of >0.7. This can be concluded that the measuring instrument is reliable and reliable for measuring research variables.

Table 4. Hypothesis test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1446.035	1	1446.035	45.090	.000[b]
	Residual	6574.294	205	32.070		
	Total	8020.329	206			

a. Dependent Variable: TOTAL_Y
b. Predictors: (Constant), TOTAL_X

In the ANOVA table above, the calculated F value is 45.090 ≥ F table with a significant value of 0.000. The significance value shows a value that is much smaller than the basic value of 0.05. Therefore, if tested with multiple linear regression, the independent variable Using QRIS (Quick Response Code Indonesian Standard) on the dependent variable, namely Increasing MSME Transactions in Metro City, shows a significant result of 0.000, which means that the influence of Using QRIS (Quick Response Code Indonesian Standard) has an effect on Increasing MSME Transactions in Metro City.

IV. DISCUSSION AND CONCLUSIONS

The results of the study showed that the proposed hypothesis was supported and had a significant effect on increasing transactions in MSMEs. This study also found that many QRIS users from the consumer side have used it because it is considered more effective and efficient in paying for all forms of transactions they make (4). With this technological advancement, MSMEs have been able to adapt to QRIS which is used by consumers in their payment methods. And provide evidence that QRIS as a replacement for Petty Cash is able to increase transactions for MSMEs as a milestone for the creative economy in Metro City. Business actors are advised to continue to improve their services by using QRIS in their payment methods so that they can provide better services and increase the effectiveness and efficiency of transaction times. QRIS features are also easy to use by consumers and MSME actors who are able to provide more security when using the application when making transactions. The limitation of this study is that it only looks at the use of QRIS and without other independent variables as the main variabl es in increasing payment transactions. This study still has limitations because it is only limited to measuring MSMEs using QRIS and has not seen how the QRIS process actually functions and can add factors related to other technologies that can be further developed such as adding internet users, smartphone users as moderating variables in predicting increased transactions in MSMEs.

REFERENCES

1) Abdillah, W., & Hartono, J. (2015). Partial Least Square (PLS): alternatif structural equation modeling (SEM) dalam penelitian bisnis. Yogyakarta: Penerbit Andi, 22, 103–150.
2) Ajzen, I. (1991b). The Theory of Planned Behavior.
3) Alnemer, H. A. (2022). Determinants of digital banking adoption in the Kingdom of Saudi Arabia: A technology acceptance model approach. Digital Business, 2(2), 100037. https://doi.org/10.1016/j.digbus.2022.100037
4) Aryawati, N. P. A., Mahardika, I. M. N. O., & Wibawa, I. G. J. S. (2022). Persepsi Pengguna QRIS Pada UMKM Di Kota Mataram. Guna Sewaka, 1(2), 35–44.
5) Basalamah, R., Nurdin, N., Haekal, A., Noval, N., & Jalil, A. (2022). Pengaruh Persepsi Kemudahan dan Risiko Terhadap Minat Menggunakan Financial Technology (Fintech) Gopay Pada Generasi Milenial Di Kota Palu. Jurnal Ilmu Ekonomi Dan Bisnis Islam, 4(1), 57–71. https://doi.org/10.24239/jiebi.v4i1.93.57-71
6) Chin, K. Y., Zakaria, Z., Purhanudin, N., & Pin, C. T. (2021). A Paradigm of TAM Model in SME P2P Financing. International Journal of Economics and Management, 15(3), 397–414.
7) Davis, F. D. (1989). Information Technology Introduction. 13(3), 319–340.
8) Fortes, N., & Rita, P. (2016). Privacy concerns and online purchasing behaviour : Towards an integrated model ☪. European Research on Management and Business Economics, 22(3), 167–176. https://doi.org/10.1016/j.iedeen.2016.04.002
9) Granić, A., & Marangunić, N. (2019). Technology acceptance model in educational context: A systematic literature review. British Journal of Educational Technology, 50(5), 2572–2593. https://doi.org/10.1111/bjet.12864
10) Gunawan, F., Santoso, A. S., Yustina, A. I., & Rahmiati, F. (2021). Examining the effect of radical innovation and incremental innovation on leading e- commerce startups by using expectation confirmation model. Procedia Computer Science, 197(2021), 393–402. https://doi.org/10.1016/j.procs.2021.12.155
11) Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 30(1), 514– 538.
12) Hew, J.-J., Lee, V.-H., Ooi, K.-B., & Wei, J. (2015). What catalyses mobile apps usage intention: an empirical analysis. Industrial Management & Data Systems, 115(7), 1269–1291. https://doi.org/10.1108/IMDS-01-2015-0028
13) Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. Information Technology and Management, 1(1/2), 45–71.
14) Kang, S. (2014). Factors influencing intention of mobile application use. International Journal of Mobile Communications, 12(4), 360–379. https://doi.org/10.1504/IJMC.2014.063653
15) Kotler, P., & Keller, K. L. (2016). Marketing management.

16) Kurniawan, A., & Darmayanti, E. (2022). The Influence of Ability to Use Technology, and Ability to Use Computer Accounting Applications on Learning Achievement. https://doi.org/10.4108/eai.10-8-2022.2320860
17) Liu, A. Y., Laborde, N. D., Coleman, K., Vittinghoff, E., Gonzalez, R., Wilde, G., Thorne, A. L., Ikeguchi, E., Shafner, L., Sunshine, L., van der Straten, A., Siegler,J., & Buchbinder, S. (2021). DOT Diary: Developing a Novel Mobile App Using Artificial Intelligence and an Electronic Sexual Diary to Measure and Support PrEP Adherence Among Young Men Who Have Sex with Men. AIDS and Behavior, 25(4), 1001–1012. https://doi.org/10.1007/s10461-020-03054-2
18) Nisafani, A. S., Wibisono, A., & Revaldo, M. H. T. (2017). Analyzing the Effectiveness of Public e-Marketplaces for Selling Apparel Products in Indonesia.Procedia Computer Science, 124, 274–279. https://doi.org/10.1016/j.procs.2017.12.156
19) Nurdin, N., Restiti, D., & Amalia, R. (2021). PENGARUH MEDIA SOSIAL TERHADAP PENGETAHUAN TENTANG QUICK RESPONSE CODE INDONESIAN STANDARD (QRIS). In Jurnal Ilmu Perbankan dan Keuangan Syariah (Vol. 3, Issue 2). https://www.googlescholar.com
20) Park, Y. J., & Yoon, S. J. (2022). Empirical Finding on the Determinants of Collective Consumption: Focused on Consumption Values, Trust, and Perceived Risk. Journal of Open Innovation: Technology, Market, and Complexity, 8(4), 179. https://doi.org/10.3390/joitmc8040179
21) Peng, S., Yang, A., Cao, L., Yu, S., & Xie, D. (2017). Social influence modeling using information theory in mobile social networks. Information Sciences, 379, 146–159. https://doi.org/10.1016/J.INS.2016.08.023
22) Pratama, D. A. (2020). Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan dan Persepsi Risiko Terhadap Niat Beli Pelanggan Melalui Sikap Pelanggan Sebagai Mediasi Pada Tokopedia.Com. Agora, 8(1), 1–6..
23) Sekaran, U., & Bougie, R. (2016). Research Methods for Business A skill-Building Approach. 1–447. https://doi.org/10.1007/978-94-007-0753-5_102084
24) Vahdat, A., Alizadeh, A., Quach, S., & Hamelin, N. (2021). Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. Australasian Marketing Journal, 29(2), 187–197. https://doi.org/10.1016/j.ausmj.2020.01.002
25) Yunita Leatemia, S., Febiengry Sitanala, T., Anita Batkunde, A., & Christi Gainau, P. (2023). Pengaruh Financial Technology Terhadap Kinerja Usaha Mikro Kecil dan Menengah (UMKM). Investasi Dan Syariah (EKUITAS), 5(1), 280. https://doi.org/10.47065/ekuitas.v5i1.3778