

THE EFFECT OF PAYMENT THROUGH QUICK RESPONSE INDONESIAN STANDARD (QRIS) ON CUSTOMER SATISFACTION OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN RIAU PROVINCE

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ABSTRACT

The ongoing evolution of technology in payment systems aligns with the advancements in the digital economy. A recent innovation in this realm is the adoption of the Quick Response Indonesian Standard (QRIS) in payment processes, offering convenience and efficiency. This study aims to explore the influence of QRIS usage on customer satisfaction within Micro, Small, and Medium Enterprises (MSMEs) in Riau Province. Employing a quantitative approach with purposive sampling, the research involves 400 respondents and utilizes multiple linear regression analysis with validity tests, reliability tests, T-tests, and the coefficient of determination (R^2) through IBM SPSS version 25. The results demonstrate a positive and significant effect of Quick Response Indonesian Standard (QRIS) on customer satisfaction within Micro, Small, and Medium Enterprises (MSMEs) in Riau Province. These findings contribute to a deeper understanding of the digital payment landscape's influence on customer satisfaction, aiding businesses and policymakers in strategic decision-making, the coefficient of determination (R^2) is 0.759. This denotes that Quick Response Indonesian Standard (QRIS) variables collectively account for 75.9% of the impact on customer satisfaction, while the remaining 24.1% is attributed to variables beyond the scope of this study.

Keywords: Customer Satisfaction, Quick Response Indonesian Standard.