

***ANALYSIS OF THE EFFECT OF THE QRIS PAYMENT
METHOD ON CONSUMER SATISFACTION AT ALFAMART
BENGKALIS***

Name : Surya Tri Bunda
Student ID : 5604221077
Supervisor : Supriati, S.ST., M.Si

ABSTRACT

This study aims to analyze the effect of the Quick Response Code Indonesian Standard (QRIS) payment method on consumer satisfaction at Alfamart Bengkalis. This study employed a quantitative approach with an associative research design. The sample consisted of 100 respondents selected using a purposive sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using IBM SPSS Statistics Version 20, including validity, reliability, classical assumption, simple linear regression, coefficient of determination (R^2), and t-test analyses. The results showed that the QRIS payment method variable obtained a mean score of 4.08 (high category), while the consumer satisfaction variable obtained a mean score of 4.17 (high category). The simple linear regression equation was $Y = 8.804 + 1.472X$, indicating that every one-unit increase in the QRIS payment method variable increases consumer satisfaction by 1.472 units. The hypothesis testing results revealed that the QRIS payment method has a positive and significant effect on consumer satisfaction at Alfamart Bengkalis.

Keywords: *Alfamart Bengkalis, Consumer Satisfaction, QRIS Payment Method.*