

THE IMPACT OF USING THE QRIS FEATURE ON CUSTOMER TRANSACTIONS

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Abstract

Quick Response Code Indonesian Standard (QRIS) is the most efficient instant payment method which is a collaboration product between Bank Indonesia and the Indonesian Payment System Association (ASPI). Non-cash payments in the digital era have made Bank Indonesia innovate non-cash payment systems by promoting and socializing to the public about the Quick Response Code Indonesia Standard (QRIS). The presence of QRIS can improve non-cash payment system services efficiently. QRIS has become an increasingly common technology used in electronic payments in Indonesia, and this research aims to understand how QRIS affects transaction patterns, customer convenience. Consumers are the parties who encourage the implementation of QRIS in transactions. A consumer is someone who buys goods or uses services. The public's enthusiasm for using QRIS is a momentum that can be used to accelerate the acceleration of QRIS. There is high interest from the Indonesian people, the majority of whom consist of the millennial generation, to be able to make digital payment transactions easily, quickly and safely. The many conveniences provided by QRIS make people carry out completely digital transactions. Of course there are advantages and disadvantages to using the QRIS payment method.

Keywords: Qris Features, Customer Transactions

INTRODUCTION

In the current era of globalization, technological developments are increasingly rapid, including technological developments in the banking world. Where the Indonesian government encourages the banking world to implement financial service technology so that it is easy for the Indonesian people to use (Anggarini, D. T, 2022). One of the financial services recently developed by the banking world is QRIS.

The use of cash payment instruments using currency tends to be smaller than demand deposits when considering efficiency. This happens because procurement and management costs are quite expensive. Mobile platforms represent an exciting possibility as a delivery channel for digital financial services and as a technology that, like money, can connect people

with each other. E-Payment, which is a payment system using the internet as communication media, has been widely used by companies to provide sellers and buyers with guaranteed security for electronic transactions (Maula, M. M., & Sunarjo, W. A, 2023).

The existence of fintech aims to make younger people access financial products, make transactions easier and also increase financial literacy. E-Wallet or electronic wallet is a digital payment tool that uses server-based electronic media. Payments using ewallets allow users to carry out various transactions and function almost the same as physical wallets. E-Wallets were first recognized as a method for storing money in electronic form, but have become popular because they are suitable for providing a convenient way for internet users to store and use online shopping information (Bakhitah, A., et al, 2023). Non-cash payments in the modern era are growing very rapidly, this has made Bank Indonesia innovate in improving the non-cash payment system. There are two products resulting from Bank Indonesia's innovation which are currently being intensively socialized in the community, one of which is the Quick Response Code Indonesian Standard (QRIS). The presence of QRIS received a positive response from various parties. QRIS is predicted to be able to contribute to the development of Indonesia's digital economy.

QRIS is a QR code standard for digital payments via server-based electronic money applications, electronic wallets or mobile banking. The aim of QRIS is to make digital payments easier for the public and can be monitored by a one-stop regulator because it has standards (Djoyo, B. W., et al, 2022). The types of payments using QRIS are Static Merchant Presented Mode (MPM), Dynamic Merchant Presented Mode (MPM), and Customer Presented Mode (CPM).

Usually QRIS (QR Code Indonesia Standard) is known as the QR Code payment standard for the Indonesian payment system which was developed by Bank Indonesia and the Indonesian Payment System Association (ASPI). Inspired by the success of QR Code-based payments in China, several leading e-wallets and banks in Indonesia have implemented QR code payment services starting in 2017.

However, if you look at it, QRIS itself can provide a more efficient alternative non-cash payment method. By using one standard QR Code, providers of goods and services (merchants) do not need to have various types of QR Codes from different publishers. The use of QRIS has become a positive trend recently for business actors and consumers alike. The presence of QRIS in the non-cash payment system has received a positive response

from various parties. QRIS is predicted to be able to contribute to the development of Indonesia's digital economy. However, it cannot be denied that the implementation of QRIS still faced a number of challenges when it first appeared.

According to Economist at the Institute for Development of Economic and Finance (INDEF), Nailul Huda, implementing QRIS takes quite a long time, especially in small cities. This is because the level of digital financial literacy in Indonesia is still very low (Rachmacandrani, N., et al, 2023). So, massive outreach and education is needed at all levels of society. Huda sees that the implementation of QRIS is still hampered by uneven connectivity.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Quick Response Code Indonesian Standard (QRIS)

A. Meaning Quick Response Code Indonesian Standard (QRIS)

QRIS is a QR code standard for digital payments using applications in server-based e-money, e-wallet or m-banking services. QRIS is designed to make digital payments easier for the public and is supervised by one regulator because it is standardized (Gea, D., & Al-Azhar, N. I, 2021).

Quick Response Code Indonesian Standard (pronounced KRIS) is a combination of various payment system service providers (PJSP) using QR codes. QRIS was developed by the payment system industry together with Bank Indonesia so that the transaction process using QR codes can be easier, faster and more secure. All payment system service providers who will use payment QR codes are required to implement QRIS (Nada, D. Q., et al, 2021).

B. Characteristics of QRIS

QRIS implementation carries the theme SUPERIOR (Universal, Easy, Profitable and Direct). QRIS UGGUL means, firstly, Universal, namely that the use of QRIS is very broad for all levels of society and can be used for payment transactions both domestically and abroad. Second, GampanG,

people can make transactions easily and safely using smartphones. Third, Profit, transactions with QRIS benefit buyers and sellers because transactions take place efficiently through one QR code that can be used for all payment applications on smartphones. Fourth, Direct, transactions with QRIS occur immediately, because the process is fast and instant (Bhinadi, A., et al, 2021).

Effectiveness of Using QRIS as a Digital Transaction Tool

Rapid technological developments and the global distribution of wireless devices open new possibilities for communication and business activities in our global society. Electronic payments are considered an alternative to payments which are generally made physically at the merchant's premises using a credit card or debit card accompanied by a receipt as proof of the transaction. In Pratiwi, A (2022) mobile payment is a new concept introduced by electronic payments in a wireless environment and refers to any payment transaction that implies the purchase of goods and services, which is carried out via a device with wireless capabilities.

QRIS is the only standard QR Code payment system in Indonesia developed by Bank Indonesia with the Indonesian Payment System Association (ASPI). Where all merchants only need one barcode for all transactions via e-money payment applications. QRIS is the newest, most sophisticated exchange model after the use of QR Codes, which are commonly used by financial entertainers. One of the reasons for sending this computerized installment channel is because many dealers have provided R Codes from various distributors for non-cash exchange (cashless society), Handiasti, L., & Rohim, A (2023) QRIS which was launched by Bank Indonesia is part of development of mobile payment systems. Mobile payments are a target that must be achieved in the future so that people are able to make payments using their smartphones, so progress like this will reduce cash payments. In several market centers and among the public when carrying out trading activities, many people have begun not to make cash payments, however, there are still few people in developing countries who use smartphone payments (Ujianti, N. M. P., et al, 2023).

The launch of QRIS aims to make it easier to carry out digital payment transactions, thereby making the payment system smoother and accelerating digital inclusion. It is very easy for users to use QRIS with a digital wallet or mobile banking application (Rizky, A, 2023). So in detail we can explain the benefits of QRIS for application users, namely (1) Fast and modern, (2) No

need to bother carrying cash, (3) No need to worry about whose QR is installed and (4) Protected because all PJSP organizers QRIS definitely has permission and is supervised by Bank Indonesia. Meanwhile, for merchants, namely (1) Sales have the potential to increase because they can accept any QR-based payments, (2) Improve branding, (3) Contemporary, (4) More practical because you only need to use one QRIS, (5) reduce cash management costs, (6)) Avoid counterfeit money, (7) No need to provide change, (8) Transactions are recorded automatically and can be viewed at any time. (9) Separate money for business and personal, (10) Facilitate reconciliation and potentially prevent fraudulent acts from recording cash transactions and (11) Build credit profile information to make it easier to obtain credit in the future.

According to Navri, M. R., et al (2024) stated that mobile payments refer to the use of mobile devices by individuals including wireless handsets, personal digital assistants, radio frequency devices, and near-field communication-based devices to make payments to purchase goods and services. So in Pangastuti, R. L., et al (2023) stated that in this case it involves the integration of payment systems with mobile devices which allows users to initiate and complete financial transactions.

Payment System Digitalization

On January 22-23 2020, the Bank Indonesia Board of Governors (RDG) meeting decided to maintain the BI 7-day repo rate (BI7DRR) at 5.00%, the basic deposit interest rate at 4.25%, and the basic loan interest rate at 4.25%. 5.00%..57%. In the context of a stable financial system, Bank Indonesia also strengthens appropriate macroprudential policies. The BI RDG decision is supported by data showing optimism regarding increased economic growth in 2020, one of which is supported by the smooth payment system, both cash and non-cash systems (Manta, O, 2020).

The position of money in circulation (UYD) in December 2019 increased by 5.95% (compared to the same period), while non-cash transactions using ATMs, credit cards, debit cards and crypto currency (EU) increased by 2.45% (yoy) in 2019. December 2019 Growth in non-cash transactions was dominated by the use of ATM/debit cards. Transactions in the EU also grew strongly, reaching 188.31% (compared to the same period last year). Bank Indonesia continues to be committed to implementing QRIS as a non-cash transaction method in Indonesia consistently and its implementation will continue to

expand starting from traditional markets, universities, schools and other places (Nada, D. Q., et al, 2021).

In this day and age, the digital world is developing so rapidly that almost everything can be controlled from various locations via the Internet just by using a smartphone. People's movement in their daily activities is greatly facilitated, including in the business world, thereby having an impact on income or economic growth. Indonesia cannot avoid opportunities that push this country towards economic competitiveness at the global level. Many countries want to exploit the potential of the digital economy, as well as Indonesia which is also focused on the digital economy, with a target that by 2020, the value of Indonesia's digital economic trade will reach \$130 billion or the equivalent of Rp. 1.73 trillion (Brunnermeier, M. K., et al, 2019).

The most important use of digitalization in people's daily behavior is 50% web browsing, 60% chatting, 35% video streaming, and 15% transactions. The government, which plays a role in encouraging economic digitalization, is implementing many steps, including the 1,000 startup program. Hopefully the presence of this startup can encourage the younger generation to compete and develop in the information and digital era. It cannot be denied that with digitalization, many jobs have been lost, but at the same time new opportunities or jobs have emerged that can open up more demanding creative jobs (Brunnermeier, M. K., et al, 2019).

The non-cash lifestyle is characterized by the existence of recurring payment channels in various forms of transactions, both as a means of payment for transportation and self-service. This condition shows that the equal use of available infrastructure and electronic money has an influence on the adoption of non-cash transactions (Okina, Y, 2022). Thus, it is necessary for the government to be able to socialize how to use it, the effectiveness of its use, and the importance of the non-cash payment system. Not only through leaflets or announcements, but also through the application of technology to middle to lower economic communities. From a consumer's point of view, the benefits obtained include speeding up the transaction process, bank processing, and transit time which can also minimize the amount of lost or counterfeit money, as well as the potential for no delays in payments. Other benefits in the service can include several things, such as consumer protection against risk and crime when purchasing in cash, as well as all costs associated with paying for goods and services as well as more individualized customer service.

Transaction

As a new type of modern payment method, the legalization of cryptocurrency products creates opportunities for financial institutions, both banks and non-banks, to spread cryptocurrency applications (Singh, R., & Malik, G, 2019). This is proven by the rise in merchants who accept non-cash payments in this era, such as ATM/debit cards, credit cards, and cryptocurrency chips such as Emoney, Tap cash, and Flazz BCA. This is considered less efficient and effective because on one smartphone the user must have many applications, even though with the QRIS payment method smartphone users only use one application. QR codes are often used for buying and selling transactions in various shops. Because cashless is considered a more efficient means of payment and is the main driver of economic growth currently (February 2019). According to (World Economic Forum, 2015), transactions in developing countries are mostly low value but also high volume. So, a large initial investment is required in equipment, network/connection infrastructure, and internet infrastructure.

Implementation of the Quick Response Code Indonesia Standard (Qris) for Merchants

The aim of creating QRIS is to expedite the non-cash payment system safely, encourage economic efficiency, accelerate digital financial inclusion, and advance Micro, Small and Medium Enterprises (MSMEs). If previously one QR code could only be used for one payment application, now there is one QRIS for all payment applications. The administrative equipment that Bank Indonesia has in planning QRIS includes the legal basis for Member of the Board of Governors (PADG) Regulation No.21/18/PADG/2019 concerning Implementation of the National Quick Response Code Standard for Payments on 16 August 2019 (Indonesia, 2019). Meanwhile, QRIS implementation has been effective since January 1 2020 throughout Indonesia (Farrell, M., et al, 2022). The implementation of QRIS is in line with the National Payment Gateway (GPN) policy which aims to create a safe, efficient, smooth and reliable payment system.

Implementation of merchants who use transactions via QRIS. The use of server-based transaction payments has been implemented because of rapid technological developments and information must be kept up with. The form of non-cash payment provided by traders, especially MSMEs, in chip and server based shops. Servers are widely used because they are more

economical and simple. MSMEs' intentions to use QRIS are influenced by positive perceptions of QRIS (Anggarini, D. T, 2022).

There is influence from outside parties, including buyers and close friends, perceptions of barriers to using QRIS, including internet connection quality, usage fees and transaction limits. QRIS is an alternative payment method that is easy and can reduce physical contact. Financial literacy is needed by traders in managing finances in achieving goals for making decisions in utilizing financial institutions. There are five main factors that explain the intention or interest of MSMEs in using QRIS. These factors are perceived benefits, perceived convenience, perceived usefulness, influence from outside parties, and perceived barriers to using QRIS. In conditions in the field, there are still many merchants who do not understand the use of QRIS. They still put more than one QRIS sticker and also don't understand how to make transactions using QRIS. MSMEs or traders do not yet properly recognize and understand the products and services of financial institutions (Sartini, P., et al, 2023).

Use of QRIS by consumers. Consumers are the parties who encourage the implementation of QRIS in transactions. A consumer is someone who buys goods or uses services. The public's enthusiasm for using QRIS is a momentum that can be used to accelerate the acceleration of QRIS. There is high interest from the Indonesian people, the majority of whom consist of the millennial generation, to be able to make digital payment transactions easily, quickly and safely (Djoyo, B. W., et al, 2022). Consumers who use QRIS are usually young people or students. The application of QRIS can be accepted by the public as a technology for non-cash payment methods, that Behavior Intention has a positive effect on Use Behavior (Silaen, M. F., et al, 2021). Carrying out transactions using QRIS, consumers also don't need to worry about the payment application, consumers can make payments from various licensed applications.

Obstacles in implementing a new innovation are bound to be found. The presence of QRIS received a positive response from various parties. However, it cannot be denied that the implementation of QRIS still faces a number of challenges. The implementation of QRIS does not always run smoothly. In the process, there are still obstacles such as traders' lack of understanding (Papalia, N. A. P., et al, 2023). During its operation, traders or merchants were found who did not understand how to use QRIS. At the cashier's desk, more than one QRIS was still found and traders did not know how transactions using QRIS worked. Merchants have different perceptions

or are less sure about using QRIS which can be done by different applications with one type of barcode. The more consumers who make transactions using QRIS, the more traders or merchants will be interested in registering for QRIS.

The benefits gained from implementing QRIS, which is the standardization of the use of QR Codes, will benefit buyers and sellers because transactions take place efficiently through one QR code that can be used for all payment applications, including making the transaction process easier. The presence of QRIS makes transaction activities easier and more practical. Merchants only need to have one QR code, namely QRIS, to serve transactions from various digital payment applications that have received permits in Indonesia. Providing convenience and speed in making payment transactions without the need to carry cash (Wulansari, K, 2024). Prevent the circulation of counterfeit money. Using QRIS can reduce the risk of getting counterfeit money because QRIS is a digital payment code. Thus, no further cash exchange takes place. Counterfeit money does not have a significant effect on electronic money transactions in Indonesia (Ayuningtyas, A., et al, 2024).

CONCLUSION

The presence of QRIS in the non-cash payment system has received a positive response from various parties. QRIS is predicted to be able to contribute to the development of Indonesia's digital economy. However, it cannot be denied that the implementation of QRIS still faced a number of challenges when it first appeared. The emergence of this non-cash digital transaction method has increased the ease of transactions for MSMEs in all regions. Buyers can easily make payments without needing to bring a wallet or credit card and spend cash, so they can make payments for buying and selling transactions among the MSME community in the area. The many conveniences provided by QRIS make people carry out completely digital transactions. Of course, there are advantages and disadvantages to using the QRIS (Quick Response Code for Indonesia Standard) payment method. Some of the advantages that can be felt are fast, practical (you don't have to worry about looking for change), easy and effective. Meanwhile, the disadvantages of using QRIS itself are inadequate internet data, poor internet connection, and the funds obtained are not immediately disbursed (for MSMEs).

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