

ABSTRACT

The use of QRIS (Quick Response Code Indonesian Standard) among MSMEs (Micro, Small, and Medium Enterprises) serves as a form of implementing an offline and online strategy. QRIS offers benefits to entrepreneurs such as increased turnover, contactless payments, and others. Despite these benefits, the interest of culinary MSME entrepreneurs in Central Magelang District, Magelang City, Central Java, remains low. This study aims to analyze the factors influencing the decision of culinary MSME entrepreneurs in Central Magelang District, Magelang City, Central Java, to use QRIS. The sample for this study consists of 50 respondents, focusing on questions regarding interest in using QRIS, perceived benefits, perceived ease of use, perceived external influence, and perceived barriers. The data analysis method employed in this study is multiple linear analysis using ordinal logistic regression. The estimation results indicate that perceived benefits, perceived ease of use, and perceived influence have a positive and significant effect on the decision to use QRIS. Perceived external influence also has a positive effect but is not significant. Meanwhile, perceived barriers have a negative and significant effect on the decision to use QRIS.

Keywords: QRIS, SME food businesses, Central Magelang

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