

## ABSTRACT

*This study aims to enhance the utilization of the Indonesian standard Quick Response Code (QRIS) to increase sales at Burjo Balad. Using a qualitative approach, the research focused on Burjo Balad and employed purposive sampling to gather data through interviews and documentation. Data analysis utilized pattern matching techniques to identify relevant trends and patterns.*

*The research findings revealed initial technical challenges and a lack of understanding during the QRIS implementation at Burjo Balad, which were successfully addressed through staff training, infrastructure improvements, and innovative promotions. These measures contributed to increased income and operational efficiency. The adoption of QRIS by customers at Burjo Balad showed a positive increase.*

*Despite facing initial challenges, the study highlighted the resilience and adaptability of Burjo Balad in overcoming these issues. Through tailored strategies, QRIS adoption continued to grow, significantly impacting sales and operational effectiveness. This success underscores the importance of addressing technical obstacles and fostering customer acceptance to improve business outcomes for Burjo Balad.*

