The Effect of Financial Literacy, Ease and Trust on the Decision to Use QRIS

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ABSTRACT

This study aims to identify the influence of Financial Literacy, Ease of Use, and Trust on Transaction Decisions using QRIS at MSMEs in Balikpapan City. This research uses quantitative method with a sample of 400 MSMEs selected through Accidental sampling technique as part of Non-Probability Sampling. The results show that Financial Literacy, Ease of Use, and Trust simultaneously affect the Transaction Decision using QRIS. Partially, Financial Literacy and Ease of Use affect Transaction Decisions, indicating that increasing Financial Literacy and Ease of Use can encourage decisions to transact using QRIS. Conversely, Trust has no effect on Transaction Decisions using QRIS. This finding indicates that although Trust in the QRIS system does not affect transaction decisions, the Financial Literacy and Ease of Use factors still have an important role in MSME decisions to adopt QRIS as a payment method. This study provides valuable insights into the factors that need to be considered in increasing the adoption of QRIS among MSMEs in Balikpapan City. It is expected that further researchers add other relevant variables in order to get a deeper understanding of the adoption of QRIS by MSMEs.

Keywords: Financial Literacy; Ease to Use; Trust; QRIS; Transaction Decision

INTRODUCTION

In the era of Industrial Revolution 4.0, the shift towards a digital economy has changed the way financial transactions are conducted. According to the e-Conomy SEA 2022 report compiled by Google, Temasek, and Bain & Company, the digital economy in Southeast Asia is projected to reach a Gross Merchandise Value (GMV) of US\$330 billion by 2025. This projection is based on rapid growth in the digital sector such as e-commerce, digital financial services, online transportation, online media, and digital tourism. Natasha Beschorner (2021) provides a comprehensive overview of the rapid growth of the digital economy in Southeast Asia. Southeast Asia's dense population, with high use of the internet and digital technology, has become an attractive market

for the emergence of large technology companies (unicorns), e-commerce, and digital-based platforms.

Indonesia is the country with the lowest digitalization index in Southeast Asia. This can be seen from Indonesia with an index of 33.1, which is ranked last on this list. Although digitalization in Indonesia is growing rapidly, especially with its huge population and increasing level of technology usage, the country still faces challenges related to digital infrastructure, internet connectivity, and digital literacy among the community.

Bank Indonesia, as the central financial institution that plays an important role in the payment sector, has taken various strategic steps to support this development. One significant step is the launch of the National Non-Cash Movement (GNNT), which aims to encourage cashless transactions across Indonesia by utilizing advances in digital technology. Among the important innovations introduced is the Quick Response Code Indonesian Standard (QRIS), which began rolling out on January 1, 2020. QRIS is designed to unify various digital payment systems in one platform that is easy to access and use, with the aim of making transactions easier for the public and businesses (bi.go.id, 2020). The growth of digital transactions in Indonesia, especially through QRIS, shows a significant trend. Based on data from Bank Indonesia, in 2023, QRIS transactions in the Balikpapan area reached 98,395,246 transactions with a total value of Rp 1.4 trillion. For 2024, BI Balikpapan set a more ambitious target of 10,597,373 QRIS transactions. This growth is largely driven by the adoption of QRIS by Micro, Small, and Medium Enterprises (MSMEs), which utilize the convenience offered by this digital payment system (Balikpapan.niaga asia, 2024).

Financial literacy, ease of use, and trust in digital technology are three key factors that influence MSME decisions to adopt QRIS. Financial literacy, which includes knowledge and skills in managing financial products and services, can influence MSMEs' ability to make the right decisions in using QRIS (Kartini & Mashudi, 2022). The ease of use of QRIS, which offers fast and simple cashless transactions, also plays an important role in supporting the adoption of this technology by MSMEs (Seputri & Yafiz, 2022). In addition, trust in the security and effectiveness of QRIS is an important element in the adoption process, especially for MSMEs that are new to digital payment technology (Putra & Julianto, 2022). Financial Literacy is based on information, attitudes, and skills that influence behavior and provide assistance to individuals to make better financial decisions and decision making in order to grow and progress (Kartini & Mashudi, 2022). The development of Financial Literacy is important because it helps people understand formal financial institutions, financial products and services, as well as the features, benefits and risks of these financial products and services (Snki.go.id, 2018). In MSMEs, Financial Literacy is needed for business actors in managing their business finances (Zuhro et al., 2021).

SNLIK 2022 data formulating Financial Literacy in the East Kalimantan region shows that the level of Financial Literacy and Inclusion has increased to 57.14% and 93.25% compared to 2019, namely 39.63% and 92.39 (ojk.go.id). however, the Financial Literacy index figures have not reached the same level as the financial inclusion index. The considerable

difference in the Financial Literacy and Inclusion index indicates that the people of Indonesia, including the East Kalimantan region of Balikpapan City, do not have a deeper understanding of the characteristics and regulations of various products and services in the financial services sector. The literacy level of Micro, Small, and Medium Enterprises (MSMEs) in Balikpapan is still low, showing the need for further efforts to improve understanding of financial management and access to adequate financial services (Kalimantan.bisnis.com 2023).
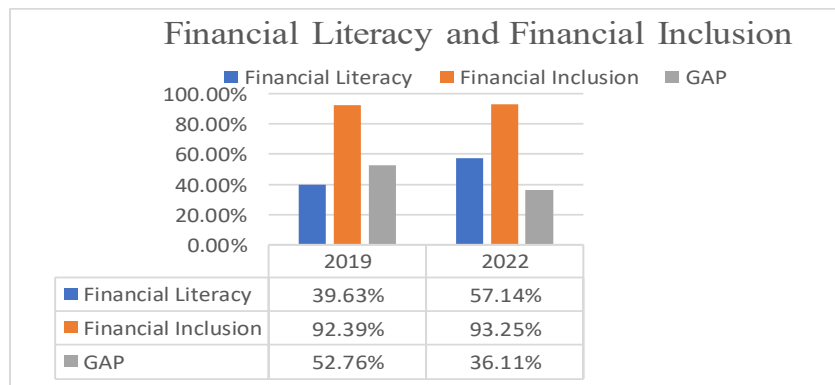

Figure 1. Proposed Conceptual Framework
Source: Authors

Research on QRIS usage decisions shows mixed results. According to Palupi et al. (2022) and Putri et al. (2023), financial literacy has a positive influence on MSME transaction decisions in Depok and Bengkulu, with MSMEs that have high financial literacy better understanding the benefits and risks of QRIS. However, Seputri and Yafiz (2022) and Safira and Susanti (2020) found that financial literacy has no significant effect on the decision to use QRIS or electronic money, emphasizing the need for further education. Palupi et al. (2022) and Putri et al. (2023) also found that ease of use of QRIS increased MSMEs' decision to use it, while Zuhro et al. (2021) noted that ease of use of e-money does not necessarily affect reuse interest, despite difficulties in using applications such as OVO.

Based on the differences in the results of previous studies, researchers want to re-examine the effect of financial literacy, ease and trust of use on transaction decisions using QRIS in MSMEs. So that the purpose of this study is to develop a research framework to explore the effect of Financial Literacy, Ease and Trust.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

that influence the use of a system as proposed by Davis (1989): Perceived Usefulness, a level where someone believes that using the system can improve their performance at work. Perceived Ease of Use, a level where someone believes that using the system does not require effort. Intention To Use, behavioral tendencies to use a technology.

Perceived Usefulness is the basis for the relationship between trust and customer decisions in using QRIS.

Transaction Decision

Yasar et al. (2022), usage decisions refer to actions taken by individuals or groups to select, purchase, and use goods or services to meet their needs and wants. According to Kotler and Armstorng (2018), the concept of usage decisions includes the behavior of individuals, groups, and organizations in acquiring, using, and evaluating goods, services, or ideas to meet consumer needs and wants.

Schiffman and Kanuk (2018) explain that the decision to make a transaction is the result of a consideration between two or more alternatives in the buying process. This shows that the variety of choices available is a prerequisite for a decision. Decisions made in transactions can affect the decision-making process itself. Before making a decision, a person must assess not only from the point of view of others but also from the things they need to know and then evaluate the gap between these things (Lusardi, 2019).

Purchasing decision is an activity where buyers find their obstacles, recognize certain goods or brands, and assess the various options available to solve these problems, which then leads to a decision to buy. Kotler and Keller (2018) In essence, transaction decisions are rights that are fully owned by the user. However, not all individuals have an optimal opportunity to determine their needs.

According to Kotler and Keller (2018), quality decision making consists of several indicators: first, problem recognition, where individuals realize the need and look for suitable solutions; second, information search, which encourages individuals to seek information to facilitate product use; third, alternative evaluation, where consumers assess products based on the expected benefits to meet needs; fourth, usage decisions, where consumers use certain criteria to assess products; and fifth, behavior after use, which involves the level of satisfaction or dissatisfaction of consumers based on their experience, as well as the importance of building confidence and positive evaluations of products to attract consumers.

Financial Literacy

Financial Literacy is an individual's understanding and skills in managing finances. With this understanding and skills, individuals are able to understand and use financial products and financial institutions more effectively. Ismanto (2019) defines Financial Literacy as referring to the understanding and ability to influence the way individuals or business entities interact with finance with a focus on improving financial well-being, especially among Micro, Small and Medium Enterprises (MSMEs). Putri et al. (2023) stated that financial literacy and ease of use partially have a positive and significant effect on the decision to use the QRIS digital transaction system.

Financial literacy indicators according to the Financial Services Authority (OJK) include knowledge, beliefs, and attitudes and behaviors. Knowledge involves an understanding

of the financial services industry, the products and services offered, and the ability to manage finances. Confidence includes trust in financial services institutions as reliable and quality companies, thus providing a sense of comfort in using financial products and services. Attitudes and behaviors involve positive changes in the way individuals perceive, interact with, and manage finances, which impact the financial well-being of individuals, families, and communities.

Ease Of Use

Davis (1989) Ease of Use is the level of a person's belief that using technology will reduce the effort required from him. Ease of Use is a form of trust in the decision-making process (Nia & Idham, 2022). Perceived Ease of Use is the belief that technology can provide an intuitive and easy-to-understand interface for users, allowing the use of electronic money with minimal effort. This allows users to access electronic money services easily anywhere. One of the variables of the TAM model is convenience. Software and Hardware technology must have a system that can be controlled and used easily without spending burdensome effort. According to Davis in Hasdani, Nasir, and Burhanuddin (2021), ease is the level of user confidence in a business in using a system. The easier the system is to use, the more people will choose to use the system for transactions.

Indicators of ease of use according to Venkatesh and Davis (2000) include several important aspects. First, the system must be easy to understand, such as QRIS designed so that payment steps are clear and not confusing, especially for MSMEs with limited digital literacy. Second, usage should be practical, allowing for a quick and easy payment process without requiring much mental effort, such as simple QR scanning and streamlined payment procedures, so that MSMEs can integrate QRIS without a hitch. Third, the system should be easy to use, enabling quick and efficient transactions with an easy-to-navigate interface and simple payment procedures, increasing user satisfaction.

Trust

Davis and Schoorman (1995) define trust as a person's desire to act according to the trust of the individual he trusts, without requiring strict supervision or control, is an important aspect of trust. In business practice, trust has a crucial role, where its existence must be available before a business transaction occurs. Trust is essential in running a business, where both parties must have trust in each other before making a transaction. Trust plays a major role in running a business, but is not always recognized directly by business partners. Therefore, trust must be built from the early stages of business development and can be tested through direct experience (Martini, 2022). Sarwani (2022) stated that trust is an attitude of consumers who believe that by using application features they can get the products or services they need safely. If people feel safe using these features, they will trust and use these features.

Consumers' desire to use the company's services shows their level of trust when they think it will be able to fulfill ultimately win their loyalty. Factors that can affect the level

of trust of MSMEs in QRIS are its security aspects (Putra & Julianto, 2022) Trust is an evaluation of a person's relationship with other parties to conduct transactions based on the dependence of the integrity of the technology system when utilizing information technology systems. Indicators are used trust literacy variables, namely Permitted, Straightforwardness and Appropriately channeled. Trust plays a crucial role in the decision to use the payment system through QRIS (Quick Response Code Indonesian Standard).

Efforts to strengthen data security and privacy in the QRIS system, as well as providing users with a clear and transparent understanding of the security measures implemented, will help build stronger trust in the use of QRIS as a payment method. Regarding digital payment systems, trust in the security of procedures and technological infrastructure will increase interest in adopting digital payments. Trust has a positive influence on the intention to use QRIS (Widowati & Khusaeni 2022).

Mayer et al. (1995), trust indicators include competence, prudence, and integrity. Competence indicates the ability of an individual or seller to provide products or services effectively and safely, building trust through consistency in meeting customer expectations. Prudence underscores the seller's good intentions and commitment to act with integrity, empathy and social responsibility, ensuring benefits for all parties involved, even if it comes at the cost of short-term profits. Integrity emphasizes the importance of honesty and consistency between promises and actions, with the seller upholding ethical principles and professionalism in business.

Quick Response Code Indonesian Standard (QRIS)

QRIS, which stands for Quick Response Code Indonesian Standard, is an effort to unify various QR Codes originating from various Payment System Service Providers (PJSP) into a single standard. The development of QRIS is carried out collaboratively by the payment system industry and Bank Indonesia with the aim of simplifying, accelerating, and maintaining the security of transactions using the QR Code (bi.go.id 2020).

Some users feel that using QRIS services will be more complicated and not bring significant benefits. At the same time, some users who have a vision for the progress of transactions in the future and care about work efficiency and profits often think that using QRIS is expected to provide convenience that has an impact on increasing efficiency and work profits. The convenience provided by QRIS has an effect on the growth in the number of users. When financial products offer convenience and help in the process of economic transactions, especially in the payment system, people tend to choose to use these products (Dury, 2022).

Bank Indonesia (2020), confirmed that QRIS includes three payment types: Static Merchant Presented Mode (MPM), where merchants use a single QRIS code that customers scan to complete the payment, suitable for MSMEs; Dynamic Merchant Presented Mode (MPM), where merchants generate QRIS codes according to the transaction amount directly through computers or smartphones, ideal for MSMEs with

large transactions; and Customer Presented Mode (CPM), where customers display QRIS codes that are scanned by cashiers, often used for quick transactions in places such as parking lots, transportation services, and modern retail.

Hypotheses Development

The Effect of Financial Literacy, Ease Of Use, and Trust on Transaction Decisions

Financial Literacy, ease of use of QRIS technology, and trust in QRIS technology play a role in MSME transaction decision making. TAM theory asserts that perceptions of the ease and usefulness of technology influence user intentions and behavior in adopting technology. The ease of use of QRIS, including accessibility and simplicity of use, affects the convenience of its use by MSMEs (Bagus & Ayu, 2022). When MSMEs have a good understanding of the benefits and risks of QRIS through Financial Literacy, and feel that QRIS is easy to use and reliable, they tend to be more motivated to use QRIS in their business transactions. Research conducted by Putri et al, (2023) found the results that Financial Literacy Ease and Trust simultaneously affect Transaction Decisions using QRIS in MSMEs in Bengkulu City.

H.1. Financial literacy, ease of use and trust simultaneously affect the decision to transact using QRIS in MSMEs.

The Effect of Financial Literacy on Transaction Decisions

Financial Literacy is very necessary for business actors in managing their business finances (Zuhro et al, 2021). Based on the results of research conducted by Palupi et al, (2022) stated that Financial Literacy The use of the QRIS system has a positive effect on Transaction Decisions using QRIS in MSMEs in Beji and Sukmajaya Districts, Depok City because there is a relationship between financial literacy and decisions to use QRIS. Likewise, research conducted (Agustian & Wibisono, 2023) states that Financial Literacy affects the Decision to Use QRIS in Kasihan District, Bantul MSME players who have a good level of Financial Literacy tend to be better able to understand the benefits and risks of using QRIS in their business transactions.

H.2. Financial Literacy affects Transaction Decisions using QRIS in MSMEs.

The Effect of Ease Of Use on Transaction Decisions

Based on a study conducted by Palupi et al, (2022) found that the Ease of Use of the QRIS System has a positive impact on transaction decisions made by MSMEs in Beji and Sukmajaya Districts, Depok City because the results showed a relationship between ease of use and transaction decisions using QRIS. ease of use of the QRIS system also provides added value in terms of transaction efficiency and speed, which can increase the decision of MSME players to adopt QRIS as a payment method. Furthermore, research by Putri et al, (2023) shows the results of the Ease of Use of QRIS has a positive impact on Transaction Decisions using QRIS in MSMEs in Bengkulu City.

H.3. Ease of influence on Transaction Decisions using QRIS in MSMEs.

The Effect of Trust on Transaction Decisions

Trust is a very important factor in the decision of MSMEs in Indonesia especially in Balikpapan to use QRIS (Quick Response Code Indonesian Standard). For MSMEs that are newly exposed to or unfamiliar with non-cash payment technology, building trust in QRIS as a safe and reliable payment method may take time. Factors that can affect the level of MSME trust in QRIS are its security aspects (Putra & Julianto, 2022). Based on the results of research conducted by Widowati and Khusaeni (2022), it shows that the trust factor has a positive influence on the decision to use QRIS. In accordance with research conducted by Putri et al, (2023) Trust in QRIS also has an influence on transaction decisions using QRIS in Bengkulu city MSMEs. MSMEs' trust in the security and reliability of QRIS as a payment method influences their decision to use QRIS.

H.4. Trust affects Transaction Decisions using QRIS in MSMEs.
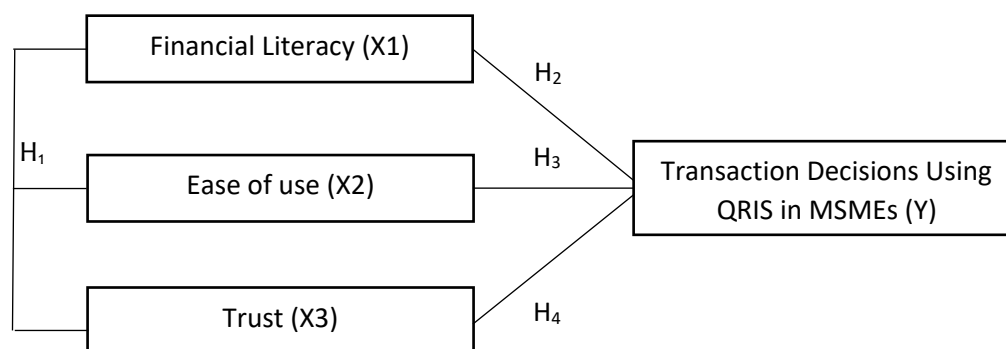
Hypothesis of the research

Figure 2. Proposed Conceptual Framework
Source: Authors

METHODOLOGY

This research adopts quantitative methods, which are rooted in the philosophy of positivism. This approach is used to investigate certain groups in the population. Data is collected through research tools, and then analyzed with quantitative or statistical approaches, with the aim of testing and describing the hypotheses that have been made (Sugiyono 2022: 15). This method will be applied to investigate the impact of Financial Literacy, Convenience, and Trust on Transaction Decisions using QRIS in MSMEs. The population that becomes the focus of this research is the UMKM actors in Balikpapan City who utilize Quick Response Code Indonesia Standard (QRIS) as a payment transaction tool. Where the number of population members is the number of MSMEs in Balikpapan in 2023 as many as 83,464 based on data from the Cooperative and MSME Office of Balikpapan City. In this study, in determining the sample size, researchers used an error rate of 5%, and to calculate the sample size of a known population, the Slovin formula will be used. The sample used is 398.09 which is rounded up to 400 MSMEs in

Balikpapan City. The sampling technique to be used in the research is unplanned Accidental sampling. According to Sugiyono, (2016) accidental sampling is a technique determination of samples based on chance, namely who are the patients who accidentally meet with researchers can be used as a sample, when viewed by people who happen to be found it is suitable as a source of data. Variable measurements are explained according to the Table 1.

Table 1. Variable measurements

No	Variable	Indicator
1	Transaction Decision (Y)	1. Problem Recognition 2. Information Search 3. Alternative Evaluation 4. Decision to Use 5. Post-Use Behavior (Kotler dan Keller, 2009)
2	Financial Literacy (X1)	1. Knowledge 2. Skills 3. Beliefs 4. Attitudes and Behaviors (Sanistasya, Rahardjo, & Iqbal, 2019)
3	Convenience (X2)	1. Easy to understand system 2. Practical use 3. Easy to use system 4. Easy to operate system (Izhal Rio Chandra, Diana Rahmawati, 2016)
4	Trust (X3)	1. Competence 2. Prudence 3. Integrity Ainurrofiq (2007)

source: authors

This study uses primary data from questionnaires distributed to MSMEs in Balikpapan City that use QRIS. A Likert scale is applied to measure the level of agreement on Financial Literacy, Convenience, and Trust in QRIS, with values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research took place from December 2023 to July 2024, with data analysis using multiple regression through SPSS version 27. The reason for using SPSS is because by using this tool, researchers can explore the cause-and-effect relationship between variables. Regression analysis is useful for predicting the value of one variable based on the value of another variable. In the context of research, this helps researchers understand how changes in one variable can affect other variables, providing deep insight into the dynamics of relationships in the dataset. By using SPSS, researchers can also interpret the results of the analysis easily. Descriptive statistics were used to present the data, while validity and reliability tests ensured the accuracy of the questionnaire. Classical assumption tests including normality, multicollinearity, and heteroscedasticity were conducted to verify the regression model. Multiple linear

regression analysis was used to assess the influence of independent variables on transaction decisions, with coefficient of determination (R^2) and F test to assess the fit of the model and t test to evaluate the partial influence of each variable.

RESULTS

In this section, the results obtained from data analysis in this study are explained. The results are presented in the form of tables, graphs, and narratives to provide a clear picture of the main findings of the research.

SPSS Analysis Result for Instrument Testing

Table 2. Result of Validity Test

Variable	Indicator	r count	r table	Description
Transaction Decisions (Y)	Y1	0.734	0.098	Valid
	Y2	0.797	0.098	Valid
	Y3	0.77	0.098	Valid
	Y4	0.728	0.098	Valid
	Y5	0.736	0.098	Valid
Financial Literacy (X1)	X1.1	0.741	0.098	Valid
	X1.2	0.798	0.098	Valid
	X1.3	0.792	0.098	Valid
	X1.4	0.765	0.098	Valid
	X1.5	0.789	0.098	Valid
	X1.6	0.784	0.098	Valid
	X1.7	0.792	0.098	Valid
Ease Of Use (X2)	X2.1	0.809	0.098	Valid
	X2.2	0.817	0.098	Valid
	X2.3	0.829	0.098	Valid
	X2.4	0.788	0.098	Valid
	X2.5	0.799	0.098	Valid
Trust (X3)	X3.1	0.765	0.098	Valid
	X3.2	0.764	0.098	Valid
	X3.3	0.81	0.098	Valid
	X3.4	0.794	0.098	Valid
	X3.5	0.786	0.098	Valid

Source: Primary Data Processed, 2024

Based on the Validity test results in the Table 2, the rcount value for all questionnaire statement items is greater than the rtable at the 0.05 significance level, so it can be concluded that all items in the questionnaire are valid. Thus, the research instruments used can be trusted to measure the variables studied. The reliability test in the Table 3, with Cronbach's Alpha shows that all dimensions in the questionnaire have a value of

more than 0.6. This indicates that the measuring instrument used in this study has high internal consistency and is reliable for evaluating the variables studied.

Table 3. Result of Realibity Test

Variable	Number of Items	Cronbach's Alpha	Description
Financial Literacy (X1)	7	0.892	Reliable
Ease Of Use (X2)	5	0.866	Reliable
Trust (X3)	5	0.843	Reliable
Transaction Decision (Y)	5	0.808	Reliable

Source: Primary Data Processed, 2024

Classical Assumption Test Results

The classical assumption test is used to ensure that the regression model has no statistical problems and that the estimated parameters are in accordance with accepted statistical standards, as well as to verify the conformity of the model with the applicable assumptions. By using the classical assumption test, researchers can ensure that the data used to estimate regression model parameters is truly random, independent, and has a normal distribution.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	0.085

Source: Primary Data Processed, 2024

The Kolmogorov-Smirnov normality test results show that the Asymp. Sig. (2-tailed) is 0.85. Since this value is higher than the 0.05 significance level, the data in this study is considered to follow a normal distribution. This indicates that the data meets the normality assumption required for regression analysis, which means that the regression model used in this study can be considered valid and reliable for the interpretation of results.

Table 5. Multicollinearity Test Results

Coefficients[a]		
Collinearity Statistics		
	Tolerance	VIF
Financial Literacy (X1)	0.805	1.242
Ease Of Use (X2)	0.897	1.115
Trust (X3)	0.814	1.229

Source: Primary Data Processed, 2024

Based on the multicollinearity test results, the Tolerance values for Financial Literacy (X1), Convenience (X2), and Trust (X3) are 0.805, 0.897, and 0.814, respectively, which are all greater than 0.1. In addition, the VIF values for the variables Financial Literacy

1.242, Convenience 1.115, and Trust 1.229, which are all below 10. This indicates that there is no significant multicollinearity problem among the independent variables in the model.

Table 6. Heteroscedasticity Test Results

Coefficients	
Financial Literacy (X1)	0.066
Ease Of Use (X2)	0.443
Trust (X3)	0.860
Dependen Variabel: Transaction Decision (Y)	

Source: Primary Data Processed, 2024

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to understand the relationship between several independent variables and the dependent variable. When there are various independent variables that affect the dependent variable, this analysis is used to estimate how changes in the dependent variable occur due to the influence of the independent variables.

Table 7. Linear Regression Analysis Results

Models	B
(Constant)	10.259
X1	0.196
X2	0.184
X3	0.043

Source: Primary Data Processed, 2024

Based on the results of multiple linear regression analysis, the regression equation is obtained Y= 10.259 + 0.196X1 + 0.184X2 + 0.043X3 + Ɛ. The constant (α) of 10.259 indicates that if the variables of Financial Literacy (X1), Convenience (X2), and Trust (X3) are zero, then the Transaction Decision (Y) will be 10.259. The coefficient ß1 of 0.196 indicates that every 1% increase in Financial Literacy will increase the Transaction Decision by 0.196 or 19.6%. The ß2 coefficient of 0.184 means that a 1% increase in Convenience will increase the Transaction Decision by 0.184 or 18.4%. Meanwhile, the ß3 coefficient of 0.043 indicates that a 1% increase in Trust will increase Transaction Decisions by 0.043 or 4.3%. from these results it can be seen that financial literacy greatly influences people's decisions in using qris. The more someone understands about finance, the more they will understand how to use qris. For MSMEs that provide QRIS, it will be more attractive to customers who often use QRIS in transactions because it is considered easier.

Model Stability Test

In linear regression analysis, the model fit test is an important stage used to assess the extent to which the model is able to explain variations in the data and the extent to which the model fits the data. This stage involves various statistical tests to evaluate whether the regression model used can accurately describe the relationship between the dependent and independent variables.

Table 8. Determination Coefficient Test Results (R^2)

Model	Adjusted R Square
1	0.149

Source: Primary Data Processed, 2024

Based on the Adjusted R Square value of 0.149, it shows that about 14.9% of the MSME decision variable to transact using QRIS can be explained by the independent variables included in the model. However, there is still 85.1% of the variability that cannot be explained by this model, indicating that other factors outside the variables used may have a significant influence on MSME decisions to use QRIS.

Table 9. F Test Results

Models	F	Sig.
Regression	24.310	0.000

Source: Primary Data Processed, 2024

Based on the table above, the Fcount result of 24.310 is greater than Ftable 2.394 and the significance value (0.000) is smaller than 0.05, we reject the null hypothesis (H0) and accept the alternative hypothesis (Ha). This means that the independent variables of Financial Literacy (X1), Convenience (X2), and Trust (X3) together have a significant influence on the dependent variable Transaction Decision (Y).

Table 10. Hypothesis Test Results t

Models	Variable	t	Sig.
	Financial Literacy (X1)	5.338	0.000
1	Ease Of Use (X2)	3.828	0.000
	Trust (X3)	0.900	0.369

Source: Primary Data Processed, 2024

Based on the Table 10, the t test results for Financial Literacy (X1) show a tcount value of 5.338 which is greater than the t table of 1.966, with a significance value of 0.000. Thus, H2 is accepted, indicating that Financial Literacy is significant in MSME decisions to use QRIS. For Ease of Use (X2), the tcount value of 3.828 is also greater than the ttable, and the significance value of 0.000 supports the acceptance of H3, confirming the important role of Ease of Use in MSME decisions. However, for the Trust variable (X3), the tcount

of 0.90 is smaller than the t table, and the significance value is 0.369, so H4 is rejected, indicating that Trust does not prove significant in MSME decisions to use QRIS.

DISCUSSION

The Effect of Financial Literacy, Ease and Trust of Use on Transaction Decisions Using QRIS in MSMEs

Based on the results of this study, it shows that the first hypothesis conjecture is in accordance with the research results, namely that the independent variables of Financial Literacy (X1), Convenience (X2), and Trust (X3) together have a significant influence on the dependent variable, namely the Decision to Transact using QRIS in MSMEs (Y). Improvements in all three variables can contribute to wider adoption of QRIS among MSMEs, which in turn can improve the efficiency and effectiveness of their financial transactions. Before making a decision, a person must assess not only from one person's point of view but also from the things they need to know and then evaluate the gap between these things (Lusardi, 2019).

This research is in line with the Consumer Behavior Theory of Kotler and Keller (2018) and the Technology Acceptance Model (TAM) first introduced by Davis (1989). According to Kotler and Keller (2018), consumer decisions in using technology are strongly influenced by their knowledge and understanding of the product, with good Financial Literacy playing an important role in decision making. MSMEs that understand Consumer Behavior can design more effective marketing strategies and optimize electronic payment services (Setiawan & Mahyuni, 2020). In TAM, perceived ease of use and usefulness influence user attitudes and decisions.

This research is also in line with research conducted by Putri et al, (2023) found the results that Financial Literacy Ease and Trust simultaneously affect Transaction Decisions using QRIS in MSMEs in Bengkulu City. These three variables have an effect because financial literacy increases understanding and trust in QRIS, ease of use affects perceptions of efficiency, and trust in security strengthens the decision to use QRIS. Together, these three factors encourage MSMEs to adopt QRIS as an effective and safe digital payment method.

The Effect of Financial Literacy on Transaction Decisions Using QRIS in MSMEs

Based on the results of this study, it shows that the second hypothesis conjecture is in accordance with the research results, namely that the Financial Literacy variable (X1), partially has an influence on the Transaction Decision variable using QRIS in MSMEs (Y)). Therefore, good Financial Literacy can strengthen MSMEs' decisions to use QRIS by increasing their understanding of the benefits and features of the payment system, and helping them make more informed and strategic decisions (Kartini & Mashudi, 2022). In MSMEs, Financial Literacy is very necessary for business actors in managing their business finances (Zuhro et al., 2021).

The results of this study are in line with the Consumer Behavior Theory from Kotler and Keller (2018), which explains that the knowledge and understanding possessed by consumers affect how they evaluate, adopt, and use new technologies. Consumer behavior theory is an important instrument in exploring and understanding how individuals make decisions in buying and using products or services (Subianto, 2017). MSMEs that understand Consumer Behavior can design more effective marketing strategies, and optimize electronic payment services (Setiawan & Mahyuni, 2020).

Based on the results of this study, it is in line with research conducted by Palupi et al, (2022) which states that Financial Literacy The use of the QRIS system has a positive effect on Transaction Decisions using QRIS in MSMEs in Beji and Sukmajaya Districts, Depok City because there is a relationship between Financial Literacy and QRIS Usage Decisions. MSME players who have a good level of financial literacy tend to be better able to understand the benefits and risks of using QRIS in their business transactions. With this better understanding, MSME players feel more confident and tend to choose to use QRIS in transaction activities

Likewise, research conducted (Agustian & Wibisono, 2023) states that Financial Literacy affects the Decision to Use QRIS in Kasihan District, Bantul MSME players who have a good level of Financial Literacy tend to be better able to understand the benefits and risks of using QRIS in their business transactions. Financial Literacy plays an important role in influencing Transaction Decisions using QRIS for MSMEs in Bengkulu City. Making the right decision with adequate Financial Literacy, MSMEs can better evaluate transaction options using QRIS (Putri et al., 2023).

The Effect of Ease of Use on Transaction Decisions Using QRIS in MSMEs

The results of this study indicate that the third hypothesis conjecture is in accordance with the research results, namely that the Ease variable (X2) partially has an influence on the Transaction Decision variable using QRIS in MSMEs (Y)). In other words, the easier it is to use QRIS for MSMEs, the more likely they are to decide to use QRIS in their transactions. The convenience provided by QRIS transactions makes it easy for customers to make cashless payments quickly and simply (Seputri & Yafiz, 2022). This is an advantage for MSMEs that often experience difficulties in obtaining adequate profit margins from each sale.

The results of this study are in line with the Technology Acceptance Theory or Technolgy Acceptance Model (TAM) which was first introduced by Davis 1989 which explains that TAM Theory is a conceptualization of how a person accepts and adopts certain technologies, presenting a model of the acceptance of technology systems by individuals. In accordance with the TAM (Technology Acceptance Model) theory which states that user behavior towards a technology is determined by two main factors: perceived usefulness and perceived ease of use. The perceived ease of use factor influences how a person accepts technology, which in turn has an impact on the individual's desire to use the technology (Bagus & Ayu, 2022).

This is in line with research conducted by Palupi et al, (2022), which states that the ease of use of the QRIS system has a positive impact on the decision of MSMEs in Beji District to make transactions using QRIS. The results of their research indicate a significant relationship between ease of use and transaction decisions using QRIS. The ease of use of the QRIS system provides added value in various aspects, such as efficiency and transaction speed. In addition, research by Putri et al, (2023) revealed that the Ease of Use of QRIS has a positive effect on Transaction Decisions using QRIS in MSMEs in Bengkulu City. Ease of Use of QRIS can increase the level of user satisfaction, including MSMEs, with an easy-to-use interface and a smooth transaction process, MSMEs will be more comfortable in using QRIS as a payment transaction system. For MSMEs, the convenience of using QRIS as a payment transaction system is a key factor.

The Effect of Trust in Use on Transaction Decisions Using QRIS in MSMEs

Based on the results of the study, it was found that the fourth hypothesis, which claims the influence of Usage Trust on Transaction Decisions using QRIS in MSMEs, was not proven. The data shows that Trust has no influence on Transaction Decisions. Therefore, this hypothesis is rejected, and Usage Trust is not proven to influence MSME decisions to use QRIS.

This research is in line with the Technology Acceptance Model (TAM) theory introduced by Davis (1989), which is most relevant to explain why trust has no effect on the decision to adopt QRIS in this study. TAM emphasizes two main components namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). This study shows that although Trust in QRIS exists, factors such as perceived usefulness and ease of use are more dominant in influencing users' intention to adopt QRIS. In other words, if users feel that QRIS is easy to use and provides clear benefits, they will be more likely to adopt it, regardless of the level of trust they have in the system. This is reflected in the results of research conducted by Wardani et al, (2023) showing that trust has no influence on behavioral intention to use QRIS, while other factors in TAM, such as usefulness and ease of use, have a stronger influence.

The results of this study are in line with the findings of Saputri (2020), which show that the Trust factor has no effect on Transaction Decisions in using QRIS. Saputri found that consumer interest in using QRIS was not influenced by their level of trust in the system. This shows that in the context of QRIS, trust is not the main factor influencing consumer decisions, even though trust is important in technology adoption in general. In line with the findings of Wardhani et al, (2023), which state that Trust has no effect on QRIS Usage Decisions. In other words, although individuals may believe that QRIS is safe and reliable, if they do not have a positive attitude towards the benefits offered or if they feel that the people around them do not support the use of QRIS, then their intention to adopt QRIS will remain low.

The results of this study are not in line with the findings of Nurrizkika (2023) which showed that trust partially showed a positive and significant influence on customer decisions in using QRIS. Trust is closely related to belief, where the truth or wrongness

of something must be based on evidence, experience, intuition, suggestion, and authority. 117 A person's trust in a product can occur if a product can prove the truth of its good quality. This is also related to how digital payments such as QRIS can be trusted if the system used is reliable and can guarantee the security and confidentiality of consumer accounts.

The Relationship Between Research Results in Real Conditions

from the results of the study it can be seen that the variables of financial literacy and ease of use can influence customer decisions in using QRIS. so it is expected for QRIS providers to make the appearance of features in the application easier. For Bank Indonesia, it may be more frequent to hold socialization related to how to use QRIS and the benefits felt by using QRIS. Because that will also reduce inflation if the majority of people use digital payments because it reduces the distribution of paper money. With digital payments, it can also help MSMEs in transactions because MSMEs do not have to bother providing change and also recording transactions is easier because it can be seen from the mutations. The difference between the results of this study and previous studies can be seen from the results of the trust variable which does not affect the decision to transact using QRIS. Previous research found that there was a significant relationship. Trust has no effect on the Decision to Use QRIS. In other words, although individuals may believe that QRIS is safe and reliable, if they do not have a positive attitude towards the benefits offered or if they feel that the people around them do not support the use of QRIS, then their intention to adopt QRIS will remain low.

CONCLUSION

This study found that Financial Literacy, Ease of Use, and Trust in Use simultaneously influence the Decision to Transact using QRIS in MSMEs in Balikpapan City. The higher the level of financial literacy of a person, the easier and more confident they are in using the QRIS payment system. Partially, Financial Literacy and ease of use have a significant influence on the Decision to Transact with QRIS, which indicates that the number of MSMEs using QRIS in Balikpapan City tends to increase along with the increasing financial knowledge. In addition, Ease of Use also has an influence, where the easier it is to use QRIS, the more MSMEs choose it as a payment system. However, Trust in Use partially does not affect the Decision to Transact, which indicates that trust in QRIS technology is not a determining factor for MSMEs in Balikpapan City in deciding to adopt the payment system. The possibility of the Decision to Transact using QRIS is influenced by other variables such as security and speed in transactions. Therefore, it is hoped that further researchers can add other variables.

Implications

Based on the results of the study on the influence of Financial Literacy, Convenience, and Trust on Transaction Decisions using QRIS on MSMEs in Balikpapan City, it is important to continue to maintain and increase customer trust through safe transactions and clear information regarding the use of QRIS. In addition, innovation and

adaptation to market and technological developments are also key to remaining competitive in a dynamic business environment. The results of this study are expected to help understand the specific factors that drive consumers to choose QRIS as a payment method. In addition, it will identify key factors such as ease of use, security, efficiency, and incentives that influence consumer purchasing decisions using the QRIS method. That way, it is hoped that MSMEs can continue to maintain the factors that influence the decision to use QRIS. The government and payment service providers are advised to increase counseling on the use of QRIS, especially for micro and small businesses, in order to expand national financial inclusion. In addition, payment service providers need to provide clearer and more detailed tutorials on how to use the application, especially for new users, and improve application performance to minimize errors.

Limitations and recommendations

The limitations of the problem in this study are that the variables studied are only financial literacy, convenience and trust. In the future, it is hoped that there will be additional variables such as risk, financial inclusion and so on. This study was also only conducted in Balikpapan City, perhaps in the future it can be conducted in other cities or throughout Indonesia. For further research, it is recommended that it be carried out with a larger sample and cover various locations, in order to gain a broader understanding of the factors that influence MSME decisions in adopting QRIS. Researchers can also consider developing a more complex research model by adding other relevant variables such as efficiency and incentives, so that they can provide deeper insights into the adoption of digital payment technology by MSMEs.

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