THE MEDIATING EFFECT OF FINANCIAL INCLUSION ON CASHLESS PAYMENT AND SMEs SUSTAINABILITY

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A R T I C L E   I N F O

A B S T R A C T

Research Purposes. This study aims to investigate the influence of cashless payment on micro, small, and medium enterprises sustainability.
Research Methods. The sample used is a non-probability sample of 100 business actors in Ambon City with data analysis techniques, namely Structural Equation Modeling (SEM) through SmartPLS4 software to analyze the relationship between variables.
Research Results and Findings. The findings show that cashless payment does not possess any direct correlation with MSMEs sustainability in Ambon. Furthermore, positive and significant correlation from cashless payment to MSMEs sustainability can be established through the mediatory of financial inclusion among the business owners. The result of this study generates enticing implications towards MSMEs which is SMES needs to have wide access to service and product of financial. It will promote improvement of SMES sustainability.

A B S T R A K

Tujuan Penelitian. Penelitian ini ditujukan untuk menguji sistem pembayaran non tunai pada keberlanjutan usaha mikro, kecil, dan menengah.
Metode Penelitian. Sampel yang digunakan adalah sampel non-probabilitas pada 100 pelaku usaha di Kota Ambon dengan teknik analisa data yakni Structural Equation Modeling (SEM) melalui perangkat lunak SmartPLS4 untuk menganalisis hubungan antar variabel.
Hasil Penelitian dan Temuan Penelitian. Hasil penelitian menunjukkan bahwa sistem pembayaran non tunai tidak memiliki pengaruh langsung pada keberlanjutan UMKM di Kota Ambon. Selanjutnya pengaruh positif dan signifikan dari sistem pembayaran non-tunai pada keberlanjutan UMKM dapat dicapai melalui mediasi dari inklusi keuangan. Hasil penelitian ini memberi implikasi yang menarik pada para pelaku UMKM dimana UMKM perlu memiliki akses seluas-luasnya terhadap layanan dan produk keuangan demi menunjang keberlanjutan UMKMnya.

INTRODUCTION

In essence, the simplicity and capacity to get a range of financial services drives the growth of MSMEs. Usually, this capacity is referred to as financial inclusion. Financial inclusion links to the broad availability of financial goods and services, enabling groups that have previously had trouble accessing them—like the MSMEs sector—to do so quickly, affordably, and in a way that benefits the financial institutions that provide the capital or funds.

Since the start of the fourth digital age, the government has taken the lead in ensuring that all marginalized groups, including MSMEs, have the greatest possible access to official financial institutions' financial services, including credit,

savings, payments, investments, and insurance. This is meant to assist business actors in operating their companies with enough money to generate large profits. The welfare of business actors, mostly lower-middle-class members, can be promoted by high profits (micro-scale firms). According to data from the Central Statistics Agency, micro-businesses make up the majority of MSME enterprises in Indonesia.

One suggested method of financial inclusion is the QR Code Information System (QRIS) Use of the Quick Responses Code Indonesian Standard (QRIS), which aggregates different codes from different Payment System Service Executors. Business actors may more quickly, simply, and efficiently access transaction payment systems because of QRIS. There

have been about 46.37 million users of QRIS since it went live on January 1, 2020, with MSMEs making up the majority of these users. One non-cash payment method that has considerably raised sales turnover is QRIS (Carera et al., 2022).

Cashless transactions have the potential to boost MSMEs sustainability (Kustina & Aji, 2023). Thanks to the usage of QRIS, customers who purchase goods or services do so via devices. If business actors have studied the process, they can apply it with understanding. It is believed that business actors may perform better when they have access to knowledge and technology.

Septiani & Wuryani (2020) conducted comparable studies on business actors in Sidoarjo City and discovered that financial inclusion impacts MSMEs' sustainability. Mali (2023) also discovered similar outcomes while studying Yogyakarta City's MSMEs in the culinary industry.

Financial inclusion plays a critical role in the growth of MSMEs in Indonesia and Malaysia. It is attested in the findings of (Togun et al., 2022) that the success of MSMEs is impacted by financial inclusion. Business actors can obtain loans from financial institutions more easily when there is financial inclusion. Business actors have a greater chance of obtaining cash to operate their businesses the more financial products and services they can access. In order to prevent stagnation and promote further development, companies with sufficient capital and cash flows stimulate product improvisation. This concurs with the study of Gainau & Kilay (2023) which concluded that digital capital services contribute to MSMEs' success. This is also supported by Bhattacharyya et al., (2023) study results in India, which discovered that businesses with quicker cash conversion cycles might provide more advantages to boost operating profitability.

Improved access to banking institutions may lessen MSMEs' financial restrictions. With substantial financial inclusion, business actors may function more efficiently since finance is easily accessible to MSMEs that previously had trouble obtaining loans from financial institutions. Developing new goods that satisfy consumer demands is an example of this operational activity. Over time, this may boost business profits.

However, diferent results found by Hilmawati & Kusumaningtias, (2021) in Surabaya City, Leatemia et al., (2023) in Ambon City, and Suryanto et al., (2024) in Yogyakarta. The results of these three research studies demonstrate that financial inclusion does not affect the sustainability of MSMEs. The lack of impact of the outcomes is assumed to be the consequence of business actors not making use of the financial goods and services offered. This indicates that business actors must genuinely reap financial inclusion's rewards. For instance, goods and services that facilitate easy transactions. Many other digital payment options are currently available, including QRIS, OVO, Dana, and similar ones. To make transactions more productive and efficient, business actors in large cities ought to get used to using these items. Sales and company profitability may rise as a result. On the other hand, the three studies previously mentioned had inconsistent conclusions.

Financial inclusion is how the government, in this case, Bank Indonesia, pays attention to business actors. The government is particularly concerned about the sustainability of MSMEs, as demonstrated by Bank Indonesia. This central bank took the initiative to offer various financial products and services. In actuality, though, not every MSME actor knows how to use these financial services and products. Business actors are still passive information consumers when getting information to help them comprehend how to use financial goods and services. Numerous prior research endeavors have yielded inconclusive findings about the impact of financial inclusion on MSME sustainability. This suggests that some organizations are still developing despite needing access to financial products and services. To put it another way, the financial inclusion variable cannot explain the sustainability variable of an MSME.

Business actors require access to financial products and services and a cashless payment system to succeed in the marketplace. The government is particularly concerned about the sustainability of MSMEs, as demonstrated by Bank Indonesia, the central bank that took the initiative to offer a variety of financial products and services. In actuality, though, not every MSMEs actor knows how to use these financial services and products. When it comes to getting information to help them comprehend how to use financial goods and services, business actors are still passive information consumers. Numerous prior research endeavors have yielded inconclusive findings about the impact of financial inclusion on MSME sustainability. This suggests that some organizations are still making development despite in the absence of access to current financial products and services. To put it another way, the MSMEs sustainability variable

cannot be explained by the financial inclusion variable.

Business actors require access to financial products and services in addition to a cashless payment system in order to succeed in the marketplace. The findings of Leatemia et al., (2023) found that the cashless payment method does not directly impact the sustainability of MSMEs. Researchers believe that business actors need access to financial products and services before they can succeed. Therefore, if business actors can access credit services and other financial goods, using QRIS in the payment process might promote higher company turnover. This is because a company's capacity to remain viable depends on more than just its sales volume—it also depends on its ability to obtain bank financing. Researchers can close this gap by using financial inclusion as a mediator in the interaction between cashless payments and MSMEs sustainability, with MSMEs located across Ambon City and its environments.

According to the 2020–2024 Digital Competitiveness value, Ambon City is rated 48 out of 157 cities with an average value of 45.8. Ambon City is rated second in the Eastern Indonesia Region, behind Kupang City, 41, with an average index of 48.1. This demonstrates how Ambon City has begun to use digital media proactively. There will be 60,000 QRIS users by November 2023 (Soplanit, 2023). This study focuses on all business actors who have used QRIS payment services.

A digital financial tool called QRIS facilitates non-cash transaction payments, sometimes known as cashless payments. Since its launch in 2019, QRIS has been utilized by the majority of Indonesians. One of the most significant contributions to greater financial inclusion is the existence of QRIS (Atarwaman et al., 2023). Due to the non-cash payment mechanism that QRIS offers, it is not only more convenient for business owners but also for customers. Both consumers and businesses no longer need to stand in line at ATMs to withdraw cash for transactions, nor do they need to supply sizable safes to hold cash. The QRIS payment system offers a rigorous cash security feature for MSMEs.

This study intends to reexamine whether financial inclusion impacts MSME sustainability, considering how crucial financial inclusion is for all societal levels. The current study is significant since it was carried out in Eastern Indonesia, namely Ambon City, which is believed to have just widely adopted QRIS in 2021, in contrast to other studies that were typically conducted in Western Indonesia, which is known to have utilized QRIS first.

LITERATURE REVIEW
Resource-Based Theory

Resource-based theory describes the resources a business needs to obtain a competitive edge. Barney (2001) All tangible and intangible assets, firm qualities (innovation and reputation), information, skills, and resource management techniques are considered resources since they can boost a business's productivity and efficacy. This model incorporates the VRIO (Valuable, Rare, Imitable, and Exploited in Organization) components. In order to attain a competitive edge, an organization must integrate the four VRIO frameworks mentioned above. This has to do with management, sustainability, and resources (Barney, 2001). Grant (1991) provides a framework for six types of corporate resources that will help a corporation expand: financial resources, physical resources, human resources, technology resources, reputation, and organizational resources.

Grant (1991) highlights technology resources as one of the categories. An MSME's sustainability can be divided into financial and non-financial categories. Both sustainability categories indeed depend on how MSMEs use the current technologies. This study focuses on business sustainability and how business actors must attempt to keep up with technological advancements to meet customer demands, such as the requirement to pay for transactions made through digital applications. Business actors have adopted QRIS as one such application, but, like with other technical adoptions, they require time to adjust and integrate it into their operations.

The Resource Based View Theory is included in this study to explain why business actors need to use technology and other resources as efficiently as possible to operate at a higher level. The QRIS is a valuable tool that can boost financial inclusion and, in turn, boost businesses' earnings. Companies that see growth in their profits are doing well. When MSMEs are financially stable, their workforce also prospers, the community's requirements for goods and services are met, and the government and financial institutions—as regulators—also play a more significant role in monitoring the usage of this QRIS media. In the long term, QRIS promotes corporate actors to practice effective financial management. Optimal financial management has the potential to propel MSMEs toward significant profits.

Quick Response Code is a matrix code (two-dimensional code) designed by Denso-Wave, a company in Japan. This code helps digital cameras read the code contained in an object or product and shows additional information about the product.

Hypothesis Development
Cashless Payment on MSME Sustainability

Many MSMEs in Indonesia have started using QRIS as a non-cash payment method. This results from QRIS's ability to reduce transaction times, simplifying transactions for customers. Customers are encouraged to make additional purchases, increasing the sales value over time. Profits rise in tandem with an increase in sales. Additionally, QRIS makes cash storage more secure, making it more straightforward for business actors to fulfill large-scale sales orders. This is in accordance with the findings of several researchers such as Lestari et al., (2021) and Octavina & Rita (2021) showed MSMEs' sustainability can be enhanced by the non-cash payment mechanism. Consequently, the following is how the first hypothesis is put forth:

H_1: Cashless Payment on MSMEs sustainability

Cashless Payment towards Financial Inclusion

Increasing financial inclusion is one of the advantages of utilizing QRIS. Business actors are more inclined to monitor transactions using QRIS, such as verifying the account that receives customer payments. This transactional prudence principle naturally shapes business actors' financial management behavior. Business actors will have improved financial management skills. For instance, business actors will check the sales amounts received after transacting for a day. Verifying the sales figures is equivalent to business actors figuring out their daily revenue. Business actors have the chance to verify the quantity of everyday business transactions with QRIS. Business actors can select specific QRIS-enabled mobile phone functions to view their balance. This conduct can be classified as a type of financial inclusion in which business actors are more familiar with the financial services and products offered by QRIS, such that utilizing them is simple. This concurs with the results of Atarwaman et al., (2023). Therefore, the second hypothesis is formulated as follows:

H_2: Cashless Payment towards Financial Inclusion

Financial Inclusion Mediates Cashless Payment and MSMEs Sustainability

MSMEs are one of the goals of financial inclusion. Due to digitalization, business actors must use digital media, like QRIS, to support client payment processes. Since 2019, QRIS has become a payment method that the general public has started to hear about. Business actors must also embrace and exploit this platform, as the community has extensively used it. For enterprises to be sustainable, business actors may be encouraged to reach high sales levels by accessing QRIS. The range of financial goods and services that business actors can access should be used to promote the usage of QRIS. Business actors can stimulate repeat business from clients using QRIS, ultimately improving business profitability. This ease of use may incentivize entrepreneurs to run their companies profitably from the outset. This aligns with the research from Yanti (2019) and Mali (2023) who investigated how financial inclusion affected MSME sustainability and discovered that financial inclusion has a demonstrated positive impact on MSME sustainability. Hertadiani & Lestari (2021) highlighted how MSMEs may more easily optimize their business sustainability by using digital finance to exhibit financial inclusion. This includes facilitating transactions, gaining access to cash, and even supporting business management. Subsequently, findings from Wirdiyanti et al., (2023) claimed that through improved MSMEs' access to and utilization of a broader range of financial products and services, the improved performance brought about by the adoption of digital media will promote improved MSMEs' integration into the financial system. These findings suggest the digital payment system can help business actors become more financially included. Growing financial inclusion demonstrates how successfully business actors have used financial services and products. Business actors can gain financial stability through access to financial services, enabling them to strengthen their enterprises' sustainability flexibly. The findings are similar with Annemalla & Kasturi (2023) which discovered that credit availability, a sign of financial inclusion, can sustain financial stability. Thus, the third hypothesis put out in this research is:

H_3: Financial inclusion mediates the influence of cashless payments on MSMEs *Sustainability*.
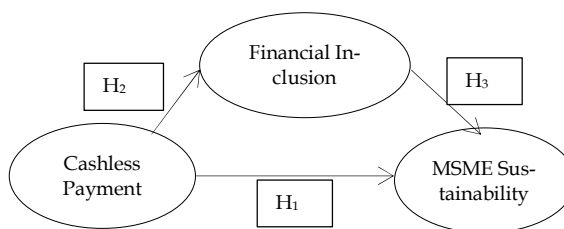
Research Model

Figure 1. Research Model

RESEARCH METHOD

The study's population was comprised of the MSME actors in Ambon City. Because both sides are

business actors who manage MSME operations daily, this study selected to analyze MSME owners or employees as its unit of analysis. Purposive sampling is used in this study, meaning that samples are chosen based on predetermined criteria: a) QRIS users as a transaction payment medium and b) having operated a business for a minimum of one year. A Likert scale is used for gathering the data, ranging from 1 to 5, with scales denoting Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (SS), and Strongly Agree (L). One hundred questionnaires were issued, and everyone was fully completed and returned. Since the markers utilized in this study have been used in multiple earlier investigations, there was no need for a pilot study before this recent one.

Structural Equation Modeling (SEM) is the data analysis method, with SmartPLS as the data processing software. This study also employs descriptive analysis methods to provide a clearer description of the research data. The lowest, maximum, mean, and standard deviation values are descriptive statistics.

Validity and reliability testing are done using the outer model technique, the next step of the analysis process. The Average Variance Extracted (AVE) values and outer loadings must be more than 0.6 to pass validity testing. A value greater than 0.7 for Cronbach Alpha is required for reliability testing. Composite Reliability is also utilized as a testing benchmark in addition to Cronbach Alpha. Because it evaluates a variable's real reliability value rather than just its lowest value, the Composite Reliability value has a better level of accuracy than Cronbach's Alpha (Ghozali, 2016). The inner model technique comes next. The predictive hypothesis and determination coefficient tests are run at this point. A model is deemed vital if its determination coefficient value is 0.75; if it is 0.50, it is regarded as moderate; and if it is 0.25, it is deemed poor. The determination coefficient ranges from 0 to 1. Here, "strong," "moderate," and "weak" refer to the model's capacity for prediction. Testing hypotheses (predictive) is the final step. This phase investigates the cashless payment variable's potential direct or indirect effects on MSMEs' sustainability through the financial inclusion variable. T statistics are used in the bootstrapping procedure to assess the significance of the hypothesis test results. If the t-statistic value exceeds 1.96, the independent variable significantly influences the dependent variable.

Cashless payment and financial inclusion indicators are adopted from Atarwaman et. al., (2023) and MSMEs sustainability from Gainau & Kilay

(2023). The appendix contains the corresponding outer loading values for each variable as well as the indications for that variable.

RESULTS AND DISCUSSION
Result

Questionnaires were distributed as part of a survey to gather research data. Respondents had to physically visit each research object to complete the questionnaires and then retrieve them after a set amount of time. Respondents were business actors who had utilized the QRIS payment system in the study on QRIS user MSMEs in Ambon City. Table 1 demonstrates that most business actors that have utilized QRIS and study respondents are involved in the food industry, accounting for 73% of business actors. Business actors in the service industry follow, with 12% of business actors.

Table 1. Business Fields

Types	Total	Percentage %
Culinary	73	73%
Service	12	12%
Industry	6	6%
Fashion	5	5%
Others	4	4%
Total	100	100%

Source: Processed primary data, 2024

Table 2 below shows that the majority of Ambon City's QRIS user business actors that participated in this study were graduates of high school (44%), with college education following at 40%. This indicates that the participants possess strong scientific backgrounds, enabling them to provide well-informed answers to the questionnaire. This table also shows that the majority of Ambon City's business actors have college degrees, which gives them the ability to effectively manage their companies and spur future growth.

Table 2. Current Education

Education	Total	Percentage %
SD (Elementary)	1	1%
SMP (Junior High)	2	2%
SMA (High School)	44	44%
Diploma 3	4	4%
S1 (Bachelor)	40	40%
S2 (Master)	8	8%
S3 (Doctoral)	1	1
Total	100	100%

Source: Processed primary data, 2024

Table 3 shows that 51% of business actors have been in operation for two to five years, while 30% have been in operation for more than ten years. These business actors make up the bulk of business actors. This demonstrates that despite MSMEs being the initial users of QRIS, business actors still find it appealing.

Table 3. Business Length

Categories	Total	Percentage %
< 2 years old	19	19%
2-5 years old	51	51%
>10 years old	30	30%
Total	100	100%

Source: processed primary data, 2024

According to Figure 2, a number of indicators (IK1, IK2, IK4, IK8, and IK12) have outer loading values less than 0.7, which means they need to be removed before running the subsequent test.
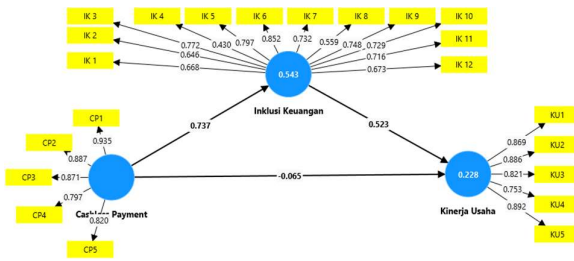

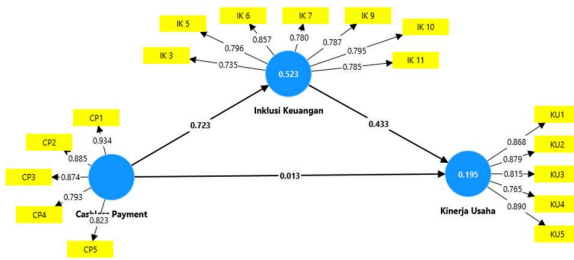**Figure 2. Outer Model (Initial Validity Test)**

Figure 3. Outer Model (Advanced Validity Test)

The study model is displayed in Figure 3, along with all indications that have been deemed valid due to an outer loading value greater than 0.7. Next, each of these reliable indications moves onto the reliability test. Cronbach Alpha values are used in reliability testing and need to be higher than 0.7. Table 5 demonstrates that all latent variables have Composite Reliability and Cronbach Alpha values greater than 0.7. This result shows that the internal consistency of every item in the variable is good.

Table 4. Reliability Test Results

Latent Variables	Composite Reliability (rho_a)	Cronbach Alpha	Kesimpulan
Cashless Payment	0.921	0.914	Reliabel
Financial Inclusion	0.903	0.900	Reliabel
MSMEs Sustainability	0.914	0.900	Reliabel

Source: SmartPLS 4.0 software output data, 2024.

The fact that the standard deviation of the three variables is less than the average value in Table 4 above indicates that the research data distribution is good. Consequently, more testing can be done.

Table 5. Descriptive Test Results

Descriptive Statistics					
	N	Min	Max	Average	Std. Deviation
MSMEs Sustainability (Y)	100	10	25	17.14	3.85
Cashless Payment	100	12	25	20.68	3.16
Financial Inclusion	100	34	60	48.10	6.00

Source: Processed primary data, 2024

The fit of the structural model is the third step in the SEM measurement process. The purpose of this measurement is to verify the study hypothesis. The positive (+) or negative (-) sign indicates the relationship's influence, and the t-value, which must be more than 1.96, indicates the degree of significance.

Table 6. Structural Suitability Test Results

Latent Variable	R Square
Cashless Payment	
Financial Inclusion	0.518
MSMEs Sustainability	0.179

Source: SmartPLS 4.0 software output data, 2024.

Table 6 demonstrates that the cashless payment variable (X) accounts for 51.8% of the variance in the Financial Inclusion variable, with other variables accounting for the remaining 48.2%. Additionally, the financial inclusion variable explains 17.9% of the financial performance variable of MSMEs; other variables not included in this study account for the remaining 82.1% of the explanation.

Table 7. Hypothesis Testing Results

Hypothesis	P -Values	T statistics (>1,96)	Decision
H₁: Cashless payment ➔ SMES Sustainability	0,923	0.097	Not Supported
H₂: Cashless payment ➔ Financial Inclusion	0,000	14.891	Supported
H₃: Cashless payment ➔ Financial Inclusion ➔ SMES Sustainability	0,000	3.642	Supported

Source: SmartPLS 4.0 software output data, 2024.

The sustainability of MSMEs (H1) is not directly impacted by the cashless payment variable, as seen by Table 7, which has a p-value > 0.05 and a T-statistic value of 0.097 < 1.96. According to the second hypothesis, which has a p-value < 0.05 and a T-statistic value of 14.891 > 1.96, cashless payment appears to have a direct impact on financial inclusion (H2). With a T-statistic value of 3.642 > 1.96 and a p-value < 0.00, the third hypothesis suggests that financial inclusion mediates the association between cashless payment and MSME sustainability.

Discussions

It can be concluded from the first hypothesis's testing that cashless transactions have no impact on MSMEs' sustainability. These findings show that Ambon City's QRIS adoption is still in its infancy and that MSME actors have not yet used it best. This validates the findings of the researcher's preliminary observations and interviews with business actors. Among these, MSME actors stated that although they were in the registration phase, they had not made the best use of QRIS because the Bank had not provided them with additional guidance regarding the account number that would be used as the destination account to receive sales proceeds through QRIS. These business actors, who were still inexperienced with it, were also informed that they needed to pay a monthly fee for QRIS management. This situation can describe most of Ambon City's MSME actors who are hesitant to implement QRIS fully. This circumstance demonstrates that applying the QRIS approach impacts neither sales turnover nor business earnings. The study's findings support those of Leatemia et al., (2023), Paripurna & Ajija (2019), Handayani & Badjuri (2022) that the performance, income, and development of MSMEs are unaffected by non-cash payment systems.

It can be concluded from the testing of the second hypothesis that MSME's financial inclusion is impacted by cashless payment. These findings show that business actors can obtain financial goods and services through QRIS. Using QRIS, business actors will motivate them to learn more about traditional and digital financial products and services. The greater the adoption of cashless payment methods, the more closely business actors adhere to the government's varied financial services and goods; to maintain their business continuity, business actors utilizing QRIS eventually access information independently. The findings are corroborated by Atarwaman et al., (2023), Sari & Rinofah (2019), and Annemalla & Kasturi (2023). MSMEs in Ambon City adopting QRIS as a payment method tend to be business actors in coffee shops, restaurants, supermarkets, and other medium-scale businesses (Atarwaman et al., 2023).

Overall, it is concluded that financial inclusion mediates the association between cashless payments and MSME's sustainability based on the testing of the third hypothesis. These findings demonstrate that financial inclusion is the best variable to optimize the usage of QRIS to enhance business sustainability. With financial inclusion, QRIS can directly impact corporate sustainability. To make the most of QRIS, business actors must become proficient with its features and know how to use them. With strong IT expertise and a thorough understanding of financial products and services, using QRIS can yield satisfactory results. In order to support business actors in obtaining cash for business expansion and other purposes, QRIS users need good access to various currently available financial services. The findings support those of Tan & Syahwildan (2022), Wirdiyanti et al., (2023) who found that financial inclusion can moderate the link between cashless payments and MSMEs' sustainability. According to the Resources Based Theory, which has been validated, technical resources can help MSMEs' sustainability rise and enable them to compete with other business players, promoting the MSME sector's long-term, healthy growth and development.

CONCLUSION

This study views how a cashless payment system can enhance MSMEs' sustainability in the context of MSMEs' digitalization by using the financial inclusion variable as a mediating variable. The study findings show that the sustainability of MSMEs is unaffected by using a cashless payment system. If business actors have good financial inclusion, this link could have an impact. This demonstrates how well-versed business actors are in current financial goods and services and how this helps MSMEs embrace digitization. By being

introduced and trained, business actors can become more acclimated to using various recently emerging digital transaction technologies. This has the potential to spread like a culture, which will eventually boost sales and profitability for businesses. The rationale is that business actors are already well-included in the financial system, making accepting new digital financial services and goods simple.

The study limitation includes the unequal distribution of respondents, most of whom have a background in the food industry. It is anticipated that future investigations will focus on the uniform distribution of participants from every industry to enable the study's findings to be applied to MSMEs in general. The study's empirical recommendations aim to boost MSMEs' sustainability by expanding the adoption of cashless payments and facilitating access to financial products and services. Moreover, cooperation between financial institutions and QRIS payment application development firms is required to hasten the financial inclusion of MSMEs in Indonesia.

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Appendix 1.

Attached instrument in Bahasa Indonesia as follow:

Lampiran 1. Uji Validitas Indikator

Indikator	Item	Loading
CP1	Setelah mengaplikasikan *QRIS* pada bisnis saya, pekerjaan bisnis saya menjadi lebih efektif.	0.934
CP2	*QRIS* membuat transaksi menjadi mudah atau efisien	0.885
CP3	Teknologi *QRIS* mudah dioperasikan.	0.874
CP4	Saya dapat menguasai penggunaan *QRIS* sehingga operasional setiap hari berjalan dengan lancar.	0.793
CP5	*QRIS* menghasilkan layanan yang memuaskan pelanggan saya	0.823
IK3	Saya dapat mengakses layanan jasa keuangan tanpa batas waktu	0.735
IK5	Saya menggunakan layanan jasa keuangan sesuai dengan kebutuhan usaha saya	0.796
IK6	Penggunaan layanan jasa keuangan dapat mempermudah saya dalam melakukan kegiatan transaksi	0.857
IK7	Kenyamanan dalam bertransaksi merupakan suatu kualitas yang baik dalam layanan keuangan	0.780
IK9	Kualitas layanan yang diberikan oleh lembaga keuangan harus mengutamakan kualitas terbaik dalam menyediakan produk keuangan	0.787
IK10	Ketersediaan produk keuangan yang lengkap membantu peningkatan kesejahteraan pada usaha saya	0.795
IK11	Ketersediaan produk keuangan yang sesuai dengan kebutuhan dapat membantu peningkatan kesejahteraan pada usaha saya	0.785
KU1	Setelah menggunakan QRIS, saya mengalami peningkatan penjualan setiap bulan	0.868
KU2	Setelah menggunakan QRIS, saya memperoleh tambahan modal setiap bulan	0.879
KU3	Setelah menggunakan QRIS, saya mulai menambah tenaga kerja	0.815
KU4	Setiap hari ada pelanggan baru	0.765
KU5	Saya memperoleh keuntungan bersih yang meningkat setiap bulan	0.890