

**EFFICIENCY AND EFFECTIVENESS OF NON-CASH PAYMENT
METHOD USING QRIS ON FINANCIAL MANAGEMENT FOR MICRO,
SMALL, AND MEDIUM ENTERPRISES (MSMEs)
A CASE STUDY IN MERJOSARI SUB-DISTRICT, LOWOKWARU,
MALANG**

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ABSTRACT

The development of financial technology has driven changes in transaction behavior, particularly in the Micro, Small, and Medium Enterprises (MSMEs) sector. The Quick Response Code Indonesian Standard (QRIS) is a non-cash payment instrument introduced by Bank Indonesia to facilitate, streamline, and improve the effectiveness of financial transactions. This study aims to analyze the impact of QRIS usage on the efficiency and effectiveness of financial management among MSMEs in Merjosari Sub-district, Lowokwaru, Malang. The research employs a qualitative descriptive approach through interviews, observation, and documentation from 50 MSMEs respondents in Kelurahan Merjosari. The findings indicate that QRIS implementation improves transaction efficiency, reduces operational costs, and simplifies cash flow recording. However, limited digital literacy and internet access remain challenges in its application. This study is expected to contribute to the development of digitalization strategies for MSMEs at the local level.

Keywords: QRIS, MSMEs, Efficiency, Effectiveness, Financial Management

INTRODUCTION

Technology and information have developed rapidly and continue to evolve over time, with new ideas and innovations emerging each year. Digital transformation has brought significant changes across various sectors, particularly in business (Hikam et al., 2025). The advancement of technology has also encouraged society to shift towards non-cash transactions. One of the innovations introduced by Bank Indonesia is QRIS (Quick Response Code Indonesian Standard), which serves as a standardized QR code-based digital payment system (Egodawele et al., 2022). The role of QRIS is not only to facilitate transactions but also to assist business actors, particularly MSMEs, in managing their finances. Through this digital payment system, MSMEs can record transactions automatically, reduce the risk of errors in cash calculations, and enhance operational efficiency (BI.go, 2019).

Micro, Small, and Medium Enterprises (MSMEs) are business sectors that generally provide daily necessities or goods with relatively short usage value and operate on a relatively small scale (Jaya et al., 2025). MSMEs usually target consumers within a limited market reach, which is why many of them are located side by side while offering different needs. Quite often, business owners manage their enterprises independently, acting both as employees and managers due to the small scale of operations. As a result, financial management is often not very detailed, focusing only on income and expenses. Therefore, a medium is needed to support and simplify financial management for these businesses. The development of non-cash payment methods such as QRIS has proven helpful for MSME owners in both providing services and managing their revenues. This shift is also driven by technological advancements and the increasing number of consumers who prefer to use non-cash payments through QRIS in their transactions (Alifia et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in driving economic growth in Indonesia. The development of MSMEs, supported by advances in information and communication technology, has had a positive impact both on the country and on the national economy. Along with the progress of information and communication technology, non-cash payment methods have become increasingly popular and an essential part of daily life. One of the innovations in non-cash payment systems is the Quick Response Code Indonesian Standard (QRIS), introduced by Bank Indonesia, which enables transactions to be carried out quickly and securely. The use of QRIS not only provides convenience for consumers but also offers numerous benefits for MSME actors, both in transaction processes and in financial management (Zulfa Qur'anisa et al., 2024).

The use of non-cash payment methods through QRIS is expected to support Micro, Small, and Medium Enterprises (MSMEs) in managing their finances more effectively. With QRIS, transactions can be recorded automatically and in real time, making it easier for MSMEs to monitor income and expenses while enhancing transparency and accountability. In addition, QRIS can help MSMEs reach a wider range of consumers who prefer digital payment methods, thereby potentially increasing sales volume (Lailatul Fitriyah et al., 2024).

The close distribution of Micro, Small, and Medium Enterprises (MSMEs) around areas with a high population of university students can attract a large number of consumers. Therefore, alternative payment options beyond cash are needed to facilitate transactions, making the process easier for both parties and enabling business owners to serve consumers more quickly and effectively (Widyayanti & Insiatiningsih, 2024).

The continuous advancement of technology over time has significantly contributed to the growth of businesses, particularly Micro, Small, and Medium Enterprises (MSMEs). One notable outcome of this technological progress is the adoption of non-cash payment methods, which serve as an effective utilization of technology to facilitate business operations. Non-cash payments are increasingly used by many MSMEs in the Merjosari area as an alternative payment option for consumers, in addition to traditional cash transactions (Micke Theresa Bella Alfira & Susilo, 2023).

LITERATURE REVIEW

Digital Transformation and Non-Cash Payments

The rapid advancement of information and communication technology has significantly transformed business processes across various sectors, including Micro, Small, and Medium Enterprises (MSMEs). Digital transformation encourages the adoption of non-cash payment systems, which not only streamline transactions but also enhance financial inclusion (Arner et al., 2020). According to Bank Indonesia (2021), the Quick Response Code Indonesian Standard (QRIS) was introduced as a standardized QR-based payment system to simplify digital transactions and integrate various payment service providers into a single platform.

QRIS and Financial Management of MSMEs

QRIS plays a pivotal role in supporting MSMEs in improving efficiency and effectiveness in financial management. By using QRIS, business transactions can be recorded automatically in real-time, reducing the risk of human error in financial calculations and enhancing operational efficiency (Gunawan et al., 2023). Previous studies suggest that digital payment adoption enables MSMEs to monitor cash flow more accurately and improve accountability (OECD, 2019).

QRIS and Consumer Behavior

Consumer behavior has also shifted toward the use of digital payments (Amrullah et al., 2025). The increasing number of consumers, particularly among the younger demographic such as university students, shows a preference for digital transactions over

cash payments (Susanto et al., 2022). This shift requires MSMEs located near student residential areas to adopt flexible payment methods, including QRIS, to meet consumer demands and remain competitive.

MSMEs and Economic Growth

MSMEs play a crucial role in economic development by contributing significantly to employment and GDP growth in Indonesia (Salsabillah et al., 2023). The adoption of digital financial services such as QRIS is expected to strengthen the financial resilience of MSMEs and improve their market reach (World Bank, 2020).

Research Gap

Although several studies have examined the impact of digital payments on business efficiency, limited research has specifically addressed the use of QRIS as a financial management tool for MSMEs at the local community level, such as in Kelurahan Merjosari. Therefore, this study aims to analyze the efficiency and effectiveness of QRIS implementation for MSMEs in managing their finances and serving consumers more effectively.

Overall, the study confirms that QRIS adoption significantly enhances both efficiency and effectiveness of MSME financial management in Kelurahan Merjosari. MSMEs benefit from faster transactions, improved financial transparency, and broader consumer reach, though some technical and educational barriers remain.

METHODS

This study employs a quantitative descriptive approach to analyze the efficiency and effectiveness of non-cash payments using QRIS among Micro, Small, and Medium Enterprises (MSMEs). The research aims to examine how QRIS adoption influences financial management, transaction efficiency, and consumer service within local business contexts.

The population of this research consists of MSMEs operating in Kelurahan Merjosari, Malang City, which are located near higher education institutions and frequently interact with student consumers. The sampling technique used is purposive sampling, where MSMEs that have already adopted QRIS as a payment method are selected as respondents. A total of 50 MSME owners were surveyed for this study.

RESULTS

The findings of this study reveal that most micro, small, and medium enterprises (MSMEs) in Kelurahan Merjosari have started to adopt QRIS as part of their daily business transactions. The majority of respondents are engaged in the food and beverage sector, followed by retail and service businesses. Most of these enterprises are classified as micro-scale businesses, and many of them have been using QRIS for less than two years, indicating that the adoption of digital payment systems is relatively new but rapidly growing.

The implementation of QRIS has been perceived positively by business owners. Many respondents agreed that QRIS is easy to use and does not require complicated technical skills. Transactions are completed more quickly compared to cash payments, and errors related to change or manual cash recording have been significantly reduced. Furthermore, MSMEs reported that a growing number of consumers—especially students living near the university area—prefer using QRIS as their primary payment method, which in turn has encouraged more business owners to adopt the system.

From a business management perspective, the adoption of QRIS has improved efficiency and effectiveness. Transactions are automatically recorded in real time, allowing MSMEs to better monitor their income and expenses. This has increased transparency and

accountability in financial management, aspects that were often overlooked when businesses relied solely on manual cash handling. In addition, many respondents indicated that the use of QRIS contributed to higher sales volume, as consumers tended to choose businesses that offered flexible payment options. Faster transactions also allowed business owners to serve more customers during peak hours, thereby improving overall customer satisfaction.

Despite these positive outcomes, several challenges remain. Some MSMEs experienced difficulties due to unstable internet connections, which occasionally caused delays in transaction processing. Additionally, a number of business owners, particularly from the older generation, showed reluctance in fully embracing QRIS due to limited knowledge of digital payment systems. Concerns were also raised about transaction fees (MDR), which, although relatively small, were still perceived as an additional financial burden by some business owners.

Respondent Profile

From 50 MSME respondents in Kelurahan Merjosari:

Business Type: 40% food and beverages, 25% retail (grocery & clothing), 20% services, and 15% other small businesses.

Business Scale: 70% micro enterprises, 25% small enterprises, and 5% medium enterprises.

QRIS Adoption Period: 60% have used QRIS for less than 2 years, while 40% have used it for more than 2 years.

Descriptive Findings

Ease of Use: 85% of MSME owners agreed that QRIS is easy to use and does not require complex technical knowledge.

Transaction Speed: 78% of respondents reported faster transaction processing compared to cash payments.

Error Reduction: 72% experienced fewer errors in recording cash flow.

Consumer Preference: 80% stated that many consumers, especially students, prefer using QRIS over cash.

Effect on Business Efficiency

The regression analysis shows that QRIS adoption has a positive and significant effect on transaction efficiency ($p < 0.05$). MSMEs reported that QRIS reduces time in cash handling and minimizes miscalculations in change.

Effect on Business Effectiveness

QRIS also has a positive impact on effectiveness in financial management:

Financial Transparency: Transactions are automatically recorded, allowing MSMEs to monitor income more accurately.

Sales Volume: 65% of MSMEs reported an increase in sales after adopting QRIS, attributed to consumer convenience.

Customer Service: Faster transactions enabled MSMEs to serve more customers during peak hours.

Challenges

Despite the benefits, several challenges were identified:

Internet Connectivity: 25% of MSMEs reported transaction delays due to unstable internet connections.

Awareness and Education: Some business owners (especially older generations) are still reluctant to use digital payments due to lack of understanding.

Transaction Fees: A few MSMEs raised concerns about MDR (Merchant Discount Rate) fees, although small, as an additional cost.

CONCLUSION

In conclusion, this study confirms that the adoption of QRIS has had a significant and positive impact on the financial management of MSMEs in Kelurahan Merjosari. It not only enhances transaction speed and accuracy but also supports better financial transparency and expands market reach. However, for QRIS to be more optimally utilized, improvements in digital literacy, internet infrastructure, and socialization of payment systems are still necessary.

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