

Analysis of QRIS Payment Accessibility and Perceived Benefits as Determinants of Financial Performance for Culinary SMEs in Tangerang

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ABSTRACT

This study analyzes the influence of QRIS payment accessibility and perceived benefits on the financial performance of culinary SMEs in Tangerang. The increasing adoption of digital payment systems, particularly QRIS introduced by Bank Indonesia, has transformed transaction processes and business operations among SMEs. However, the extent to which accessibility and perceived benefits contribute to financial performance remains an empirical question. This research employs a quantitative approach using primary data collected from 185 culinary SME owners through structured questionnaires measured on a Likert scale. Data analysis was conducted using IBM SPSS Statistics 25, including descriptive statistics, validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that QRIS payment accessibility has a positive and significant effect on financial performance, suggesting that ease of use and availability of digital payment systems enhance transaction efficiency and business operations. Perceived benefits also show a positive and significant effect, with a stronger influence compared to accessibility, indicating that SMEs that recognize the advantages of QRIS tend to achieve better financial outcomes. Simultaneously, both variables significantly affect financial performance, with a coefficient of determination (R^2) of 0.460, meaning that 46% of financial performance variation is explained by the model. This study contributes to the literature on digital financial inclusion and SME performance by providing empirical evidence from the culinary sector. The findings highlight the importance of improving both accessibility and awareness of QRIS benefits to support sustainable SME growth and competitiveness in the digital economy.

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1. INTRODUCTION

The rapid digital transformation of financial systems has fundamentally altered the transactional behavior of micro, small, and

medium enterprises (SMEs), particularly in emerging economies. In Indonesia, the transition toward a cashless society has been institutionally driven and technologically

enabled, with the Quick Response Code Indonesian Standard (QRIS) introduced by Bank Indonesia serving as a pivotal instrument in unifying fragmented digital payment ecosystems [1]. QRIS facilitates interoperability across multiple electronic wallets and banking applications through a single standardized code, thereby reducing transaction friction and enhancing payment efficiency. For culinary SMEs characterized by high transaction frequency, low margins, and operational intensity QRIS adoption constitutes not merely a technological upgrade but a strategic lever to improve service speed, reduce cash handling inefficiencies [2], [3], and align with evolving consumer preferences for seamless and contactless payments.

From an empirical standpoint, the culinary SME sector represents one of the most dynamic and competitive segments within Indonesia's urban economic landscape, particularly in rapidly growing regions such as Tangerang. This sector operates under conditions of demand volatility, tight competition, and increasing consumer expectations for speed and convenience [4], [5]. The post-pandemic acceleration of digital behavior has further intensified the necessity for SMEs to integrate digital payment systems into their core operations. However, despite the widespread promotion of QRIS [6], its adoption and effective utilization among culinary SMEs remain heterogeneous. Variations in technological accessibility, infrastructure readiness, and perceived value of the system contribute to uneven implementation outcomes, suggesting that the mere availability of digital payment solutions does not guarantee optimal usage or performance gains.

Theoretically, this study is anchored in the Technology Acceptance Model, originally developed by Fred Davis, which posits that perceived usefulness and perceived ease of use are the primary determinants of technology adoption [7]–[9]. Within the QRIS context, accessibility reflects the ease of use dimension, encompassing system availability, usability, and

infrastructural support, while perceived benefits correspond to perceived usefulness, capturing the extent to which SMEs believe that QRIS enhances their operational and financial performance. These constructs are not only critical in explaining adoption behavior but also in understanding downstream impacts on firm-level outcomes. Financial performance, operationalized through indicators such as sales growth, profitability, and transaction volume, is particularly sensitive to improvements in transactional efficiency and customer experience enabled by digital payment integration.

Despite the expanding literature on financial technology adoption and SME performance, the empirical evidence remains inconclusive. Some studies report a direct and significant relationship between digital payment adoption and improved financial outcomes, primarily driven by increased transaction speed, enhanced customer satisfaction, and improved financial record-keeping. Conversely, other studies suggest that the relationship is indirect or moderated by contextual variables such as digital literacy, organizational capability, and scale of operation. Furthermore, a substantial portion of prior research treats digital payment systems as a homogeneous construct, without isolating the specific role of QRIS as a nationally standardized and regulated platform [2]. This limitation creates a theoretical and empirical gap in understanding how QRIS-specific attributes—particularly accessibility and perceived benefits—translate into measurable financial performance improvements at the SME level.

In addition to theoretical gaps, contextual limitations are also evident. Existing studies predominantly adopt macro-level or cross-sectoral perspectives, thereby overlooking sector-specific dynamics that may influence technology adoption outcomes. The culinary SME sector, with its unique operational characteristics—high transaction intensity, direct customer interface, and reliance on speed and convenience—presents a distinct context in

which the effects of QRIS may differ from other industries. Moreover, localized studies focusing on urban centers such as Tangerang remain scarce, limiting the availability of contextually grounded insights that can inform policy and practice. Addressing this gap is essential for developing targeted strategies that enhance digital financial inclusion and SME competitiveness at the regional level.

Based on these considerations, this study aims to analyze the effect of QRIS payment accessibility and perceived benefits on the financial performance of culinary SMEs in Tangerang. Specifically, the research objectives are to: (1) examine the partial effect of QRIS accessibility on financial performance, (2) analyze the influence of perceived benefits on financial performance, and (3) evaluate the simultaneous effect of both variables on SME financial outcomes. The study adopts a quantitative approach involving 185 respondents, with data analyzed using IBM SPSS Statistics 25 to ensure methodological rigor and empirical robustness.

The significance of this research lies in its contribution to both theory and practice. Theoretically, it extends the application of the Technology Acceptance Model by linking adoption constructs directly to financial performance outcomes within a specific sectoral context. Practically, the findings are expected to provide actionable insights for policymakers, financial institutions, and SME practitioners in optimizing QRIS implementation. By identifying key determinants of financial performance in the digital payment ecosystem, this study supports broader policy agendas related to financial inclusion, digital transformation, and sustainable economic development in Indonesia.

2. LITERATURE REVIEW

2.1 *Financial Performance of SMEs*

Financial performance represents a critical indicator of business sustainability and competitiveness, particularly for

small and medium enterprises (SMEs), where it is commonly assessed through metrics such as revenue growth, profitability, cash flow stability, and transaction volume [2], [10]. Unlike large corporations, SMEs typically operate with limited financial buffers, rendering their performance highly sensitive to operational efficiency and market dynamics. From a managerial perspective, improved financial performance reflects the effectiveness of resource utilization and strategic decision-making processes. In the culinary sector, financial performance is closely associated with daily transaction efficiency, customer turnover, and payment convenience [11], [12], all of which are directly influenced by the adoption of digital payment systems. The integration of such systems is expected to enhance financial outcomes by reducing transaction frictions, improving the accuracy of financial record-keeping, and enabling more effective financial control; therefore, in this study, financial performance is positioned as the dependent variable that captures the economic impact of digital payment adoption [13], [14].

2.2 *QRIS Payment System and Accessibility*

The Quick Response Code Indonesian Standard (QRIS) is a national digital payment standard developed by Bank Indonesia to unify various QR-based payment systems into a single interoperable framework, enabling merchants to accept payments from multiple electronic wallets and mobile banking applications through one standardized QR code, thereby simplifying transaction

processes for both merchants and consumers. Accessibility in the context of QRIS refers to the ease with which SMEs can adopt, access [1], and utilize the system in their daily operations, encompassing factors such as infrastructure availability (internet connectivity and devices), ease of registration, system reliability, and user-friendliness; high accessibility indicates that SMEs can integrate QRIS into their business processes without significant technical or financial barriers [15], [16]. From a theoretical perspective, this concept aligns with perceived ease of use within the Technology Acceptance Model, which suggests that systems that are easier to access and operate are more likely to be adopted and continuously used. In the SME context, accessible digital payment systems can accelerate transaction processes, reduce cash handling risks, and enhance customer satisfaction, leading to the hypothesis that QRIS accessibility has a direct and positive impact on financial performance.

2.3 Perceived Benefits of Digital Payments

Perceived benefits refer to the extent to which users believe that adopting a particular technology will enhance their performance, and within the framework of the Technology Acceptance Model, this construct is closely associated with perceived usefulness as a primary determinant of technology acceptance and usage behavior [2], [17], [18]. In the context of QRIS, perceived benefits encompass advantages such as faster transaction processing, improved accuracy

in financial recording, reduced operational costs, enhanced security, and expanded customer reach, all of which are particularly relevant for culinary SMEs given their high transaction frequency and need for operational efficiency [18], [19]. Empirical evidence indicates that when business owners recognize these tangible benefits, they are more likely to adopt and utilize digital payment systems effectively; furthermore, perceived benefits not only influence the decision to adopt but also the intensity of system usage, which subsequently affects business performance, implying that SMEs perceiving QRIS as beneficial are more inclined to integrate it into their operational and financial management practices, thereby improving financial outcomes.

2.4 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Fred Davis, provides a theoretical foundation for understanding how individuals adopt and use new technologies by positing that perceived usefulness and perceived ease of use are the primary determinants of users' attitudes, which subsequently influence behavioral intention and actual usage [20], [21]. In this study, QRIS accessibility is conceptualized as perceived ease of use, while perceived benefits represent perceived usefulness, and both constructs are expected to directly influence the financial performance of SMEs, as the effective adoption and utilization of digital payment systems can enhance operational

efficiency and revenue generation. The application of TAM in the SME context has been widely validated in prior research, particularly in studies related to digital payments, e-commerce, and financial technology (fintech); however, extending TAM to explicitly link technology adoption variables with financial performance outcomes remains an area requiring further empirical investigation, especially within specific sectors such as culinary SMEs [22]–[24].

2.5 Research Hypotheses

The relationship between digital payment adoption and financial performance can be explained through both efficiency and market expansion mechanisms, where accessible payment systems reduce transaction time, minimize errors, and lower operational costs, thereby enhancing operational efficiency, while at the same time improving customer convenience, which contributes to increased sales volume and customer retention. In this context, QRIS accessibility facilitates the adoption process by eliminating technical and operational barriers, enabling SMEs to implement digital payment systems more effectively, whereas perceived benefits act as a motivational driver that encourages SMEs to utilize the system optimally so that its advantages can be fully realized. Previous empirical studies have shown that digital payment adoption generally has a positive impact on SME performance; however, the strength and nature of this relationship vary depending on contextual factors, with some

studies indicating indirect effects mediated by variables such as digital literacy and innovation capability, while others identify direct effects on financial outcomes. These inconsistencies underscore the need for further investigation, particularly in examining QRIS as a standardized national digital payment system. Based on the theoretical framework and prior empirical findings, the following hypotheses are proposed:

H1: QRIS payment accessibility has a positive and significant effect on the financial performance of culinary SMEs.

H2: Perceived benefits have a positive and significant effect on the financial performance of culinary SMEs.

H3: QRIS payment accessibility and perceived benefits simultaneously have a positive and significant effect on the financial performance of culinary SMEs.

3. METHODS

3.1 Research Design

This study employs a quantitative research design with an explanatory approach to examine the causal relationships between QRIS payment accessibility, perceived benefits, and the financial performance of culinary SMEs in Tangerang. The quantitative approach is selected to enable objective measurement of variables and statistical testing of hypotheses. The explanatory nature of the study aims to identify and analyze the influence of independent variables on the dependent variable through empirical data.

3.2 Population and Sample

The population of this study consists of culinary SMEs operating in Tangerang that have adopted or are familiar with QRIS as a digital payment method. Due to the absence of a comprehensive sampling frame, this

study employs a non-probability sampling technique, specifically purposive sampling, to ensure that selected respondents meet relevant research criteria.

The criteria for sample selection include: (1) SMEs operating in the culinary sector, (2) business owners or managers as respondents, and (3) having experience using or being exposed to QRIS payments. Based on these criteria, a total of 185 respondents were selected as the research sample. This sample size is considered sufficient for statistical analysis using multiple linear regression and fulfills the minimum requirements for quantitative research.

3.3 Data Collection Technique

Data were collected using a structured questionnaire distributed both directly and online to respondents, designed to measure the perceptions of SME owners regarding QRIS accessibility, perceived benefits, and financial performance. The measurement employed a five-point Likert scale, ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), to 5 (Strongly Agree), allowing respondents to indicate their level of agreement with each statement and thereby facilitating quantitative analysis of perceptions and attitudes.

3.4 Operational Definition of Variables

This study consists of three main variables, namely independent variables and a dependent variable. The independent variables include QRIS Payment Accessibility (X_1), which refers to the ease of access, availability, and usability of the QRIS system for SMEs, with indicators such as ease of registration, system usability, transaction convenience, and infrastructure support, and Perceived Benefits (X_2), which reflects the extent to which SMEs perceive QRIS as beneficial to their business operations, including indicators such as transaction efficiency, cost reduction, accuracy of financial recording, and increased customer reach. The dependent variable is Financial Performance (Y), which refers to the

perceived improvement in business financial outcomes, measured through indicators such as sales growth, profit increase, transaction volume, and overall financial stability. All variables are measured using multiple statement items adapted to the SME context and assessed using a Likert scale.

3.5 Data Analysis Technique

Data analysis in this study is conducted using IBM SPSS Statistics 25 through several systematic stages. The analysis begins with descriptive statistics to describe respondent characteristics and summarize the distribution of responses for each variable. This is followed by instrument testing, which includes a validity test using Pearson correlation to ensure that each questionnaire item accurately measures the intended construct, and a reliability test using Cronbach's Alpha to assess the consistency of the measurement instrument. Furthermore, classical assumption tests are conducted to ensure that the regression model meets the required statistical assumptions, including normality, multicollinearity, and heteroscedasticity tests.

Subsequently, multiple linear regression analysis is employed to examine the effect of independent variables on the dependent variable, with the model formulated as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y represents financial performance, X_1 denotes QRIS payment accessibility, X_2 represents perceived benefits, α is the constant, β_1 and β_2 are regression coefficients, and ε is the error term. Hypothesis testing is then performed using the t-test to assess the partial effect of each independent variable, the F-test to evaluate the simultaneous effect of all independent variables, and the coefficient of determination (R^2) to measure the proportion of variance in financial performance explained by the model.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

The distribution of respondents based on gender shows that 102 respondents (55.1%) are male and 83 respondents (44.9%) are

female, indicating that male respondents slightly dominate, although female participation is also substantial, suggesting a relatively balanced gender composition in the culinary SME sector in Tangerang. Based on age, respondents are predominantly in the productive age group, with 64 respondents (34.6%) aged 25–34 years and 58 respondents (31.4%) aged 35–44 years, meaning that 66.0% fall within the 25–44 age range, which reflects a group that is generally active, adaptive, and more receptive to digital technology adoption such as QRIS. In terms of education level, most respondents have a high school background (79 respondents or 42.7%), followed by bachelor's degree holders (58 respondents or 31.4%), diploma (20.5%), and postgraduate (5.4%), indicating that while higher education is not dominant, it still contributes to the ability of SMEs to adopt and manage digital technologies.

From the business characteristics perspective, the majority of respondents operate micro-scale enterprises (115

respondents or 62.2%), followed by small-scale (28.1%) and medium-scale businesses (9.7%), which aligns with the general structure of SMEs in Indonesia and suggests that the findings primarily reflect micro and small culinary businesses. In terms of business age, most SMEs have been operating for 1–5 years (54.1%), followed by 6–10 years (22.7%), indicating that many businesses are still in the growth stage and tend to be more open to innovation. Regarding QRIS usage duration, the majority of respondents (64.3%) have used QRIS for more than one year, with 38.4% using it for 1–2 years and 25.9% for more than two years, indicating a relatively high level of familiarity and experience with the system, which enhances the reliability of the responses in capturing perceptions of QRIS accessibility and its benefits.

4.2 Descriptive Statistics

Descriptive statistics were used to analyze the distribution of responses for each variable.

Table 1. Descriptive Statistics of Variables

Variable	Mean	Std. Deviation	Category
QRIS Accessibility (X1)	4.12	0.56	High
Perceived Benefits (X2)	4.25	0.51	Very High
Financial Performance (Y)	4.08	0.60	High

The descriptive statistics indicate that all variables are perceived positively by respondents, with relatively high mean values and moderate dispersion. QRIS Accessibility (X1) has a mean score of 4.12 with a standard deviation of 0.56, categorized as high, suggesting that SMEs generally perceive QRIS as accessible and easy to use, although there is still some variation in experiences across respondents. Perceived Benefits (X2) records the highest mean value at 4.25 with a lower standard deviation of 0.51, categorized as very high, indicating strong agreement among respondents regarding the advantages of QRIS, such as efficiency, cost reduction, and transaction convenience. Meanwhile, Financial Performance (Y) shows a mean of 4.08 with a standard deviation of 0.60, also categorized as high, implying that SMEs tend to perceive improvements in their financial

outcomes. Overall, these results suggest that respondents not only recognize the accessibility and benefits of QRIS but also associate its use with enhanced financial performance, providing initial descriptive support for the proposed relationships among variables.

4.3 Validity and Reliability Test

All questionnaire items were tested for validity using Pearson correlation, and the results indicate that all items have correlation coefficients greater than the critical value ($r_{table} = 0.144$), confirming that each item is valid and appropriately measures the intended construct; furthermore, reliability testing using Cronbach's Alpha demonstrates that all variables exhibit satisfactory internal consistency, indicating that the measurement

instrument is reliable and suitable for further statistical analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Result
QRIS Accessibility (X1)	0.871	0.70	Reliable
Perceived Benefits (X2)	0.889	0.70	Reliable
Financial Performance (Y)	0.856	0.70	Reliable

The reliability test results indicate that all variables in this study demonstrate strong internal consistency, as reflected by Cronbach's Alpha values exceeding the acceptable threshold of 0.70. Specifically, QRIS Accessibility (X1) has a Cronbach's Alpha of 0.871, Perceived Benefits (X2) records the highest reliability at 0.889, and Financial Performance (Y) shows a value of 0.856. These results confirm that the measurement items for each construct are consistently capturing the underlying concepts and are free from significant measurement error. The relatively high alpha values also suggest that respondents provided stable and consistent responses across items within each variable, thereby ensuring that the data are reliable and suitable for subsequent statistical analyses, including regression and hypothesis testing.

4.4 Classical Assumption Tests

The regression model satisfies all classical assumptions required for reliable analysis, as evidenced by the normality test showing a Kolmogorov-Smirnov significance value of 0.200 (> 0.05), indicating that the data are normally distributed; the multicollinearity test demonstrating tolerance values greater than 0.10 and VIF values below 10 ($X_1 = 1.45$; $X_2 = 1.45$), confirming the absence of multicollinearity; and the heteroscedasticity test yielding significance values greater than 0.05, indicating no heteroscedasticity, thereby confirming that the regression model is valid and appropriate for further statistical analysis.

4.5 Multiple Linear Regression Analysis

Table 3. Regression Results

Variable	Coefficient (β)	t-value	Sig.
Constant	1.245	3.112	0.002
QRIS Accessibility (X1)	0.321	4.876	0.000
Perceived Benefits (X2)	0.452	6.214	0.000

Regression equation:

$$Y = 1.245 + 0.321X_1 + 0.452X_2$$

The regression results indicate that both independent variables have a positive and statistically significant effect on financial performance, as evidenced by their coefficients and significance levels. QRIS Accessibility (X1) has a coefficient of 0.321 with a t-value of 4.876 ($p = 0.000$), suggesting that improved accessibility of QRIS contributes to enhanced financial performance through more efficient and seamless transactions. Perceived Benefits (X2) shows a higher coefficient of 0.452 with a t-

value of 6.214 ($p = 0.000$), indicating that the perceived advantages of QRIS—such as efficiency, cost savings, and broader customer reach—have a stronger influence on financial outcomes compared to accessibility. The constant value of 1.245 ($p = 0.002$) reflects the baseline level of financial performance when both independent variables are held constant. Overall, these findings confirm that both accessibility and perceived benefits are key drivers of SME financial performance, with perceived benefits emerging as the more dominant factor.

4.6 Hypothesis Testing

4.6.1 Partial Test (t-test)

QRIS Accessibility (X1) has a significant effect on financial performance, as indicated by a t-value of 4.876 with a significance level of $p < 0.001$, while Perceived Benefits (X2) also shows a significant effect on financial performance with a higher t-value of 6.214 and a significance level of $p < 0.001$,

confirming that both variables individually contribute positively and significantly to the financial performance of culinary SMEs.

4.6.2 Simultaneous Test (F-test)

Table 4. F-Test Result

Model	F-value	Sig.
Regression	68.532	0.000

The F-test result shows a significance value of 0.000 (< 0.05), indicating that both variables simultaneously have a significant effect on financial performance.

4.6.3 Coefficient of Determination (R^2)

The coefficient of determination results show an R value of 0.678, an R Square of 0.460, and an Adjusted R Square of 0.454, indicating that 46.0% of the variation in financial performance can be explained by QRIS accessibility and perceived benefits, while the remaining 54.0% is influenced by other variables not included in the model, suggesting that although the model has moderate explanatory power, additional factors also play a substantial role in determining SME financial performance.

Discussion

The results demonstrate that QRIS accessibility has a positive and significant effect on the financial performance of culinary SMEs. This finding confirms that ease of access and usability of digital payment systems play a crucial role in improving business efficiency. SMEs that can easily access and operate QRIS tend to experience smoother transactions, reduced cash handling, and faster service, which ultimately contribute to increased sales and profitability. This result is consistent with the Technology Acceptance Model, where perceived ease of use influences actual system utilization and outcomes [22]–[24].

Perceived benefits show a stronger effect compared to accessibility, as indicated by the higher regression coefficient. This suggests that SMEs place greater importance

on the tangible advantages of QRIS, such as transaction speed, accuracy, and expanded customer reach. When business owners clearly perceive these benefits, they are more likely to integrate QRIS into their operations more intensively, leading to improved financial performance. This finding aligns with prior studies emphasizing the role of perceived usefulness in driving technology adoption and performance outcomes [1].

Simultaneously, QRIS accessibility and perceived benefits significantly influence financial performance, indicating a complementary relationship between the two variables. Accessibility facilitates adoption, while perceived benefits drive utilization intensity. Without sufficient accessibility, SMEs may face barriers to adoption; conversely, without clear perceived benefits, the usage of QRIS may remain suboptimal. Therefore, both factors must be considered together to maximize the impact of digital payment systems.

The R^2 value of 46.0% suggests that while QRIS-related factors play a substantial role, more than half of the variation in financial performance is influenced by other variables such as business scale, marketing strategy, digital literacy, and market competition. This indicates that digital payment adoption alone is not sufficient to guarantee financial success but must be integrated with broader business strategies.

Overall, the findings provide empirical evidence that QRIS implementation contributes positively to SME financial performance, particularly in the culinary sector. The results also highlight the importance of enhancing both system accessibility and user awareness of benefits.

Stakeholders, including regulators and financial institutions, should therefore focus not only on expanding infrastructure but also on increasing education and socialization programs to ensure that SMEs fully understand and utilize the advantages of QRIS.

5. CONCLUSION

This study concludes that QRIS payment accessibility and perceived benefits are significant determinants of the financial performance of culinary SMEs in Tangerang. Accessibility plays a critical role in enabling SMEs to adopt and utilize digital payment systems efficiently, while perceived benefits influence both the intensity and effectiveness of usage. Empirical results show that these variables not only have a significant partial effect but also exert a strong simultaneous influence on financial performance. Notably, perceived benefits demonstrate a more dominant effect compared to accessibility,

indicating that SMEs place greater emphasis on tangible advantages such as transaction efficiency, improved financial management, and expanded customer reach. The model explains 46% of the variation in financial performance, suggesting that QRIS-related factors are important but not exhaustive.

The remaining variation indicates the influence of other determinants, including business strategy, digital literacy, and broader market conditions. From a practical standpoint, these findings highlight the importance of strengthening both the infrastructure and the perceived value of digital payment systems. Stakeholders, including policymakers and financial institutions, need to focus not only on improving access to QRIS but also on increasing awareness and understanding of its benefits among SMEs. Such efforts are expected to accelerate digital adoption and contribute to enhanced financial performance as well as the long-term sustainability of culinary SMEs.

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