

Analysis of Opportunities and Challenges of QRIS Implementation in MSMEs: A Business Owner's Perspective

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ABSTRAK: Perekonomian Indonesia sangat bergantung pada Usaha Mikro, Kecil, dan Menengah (UMKM), yang memiliki peran signifikan dalam Produk Domestik Bruto (PDB) dan penyediaan lapangan kerja. Digitalisasi sistem pembayaran merupakan salah satu inisiatif penting untuk meningkatkan efisiensi dan inklusivitas keuangan dalam upaya membantu ekspansi UMKM. Terobosan teknologi pembayaran digital bernama QRIS (Quick Response Code Indonesian Standard) diciptakan untuk membantu Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia dalam hal inklusi keuangan dan efisiensi transaksi. Penelitian ini bertujuan untuk menganalisis peluang dan tantangan implementasi Quick Response Code Indonesian Standard (QRIS) pada UMKM dari perspektif pelaku usaha. Pendekatan deskriptif kualitatif digunakan dengan metode studi pustaka untuk menggali data sekunder dari berbagai literatur terkait. Hasil penelitian menunjukkan bahwa QRIS memberikan peluang besar bagi UMKM, seperti efisiensi transaksi, peningkatan daya saing, serta kemudahan akses ke pasar yang lebih luas. Namun, beberapa tantangan masih dihadapi, termasuk rendahnya literasi digital, keterbatasan infrastruktur teknologi, dan resistensi terhadap perubahan budaya transaksi tunai. Penelitian ini menyimpulkan bahwa penerapan QRIS memiliki potensi besar dalam mendukung transformasi digital UMKM. Rekomendasi meliputi edukasi berkelanjutan, pembangunan infrastruktur telekomunikasi yang merata, dan kolaborasi antara pemerintah, pelaku usaha, serta lembaga keuangan untuk mendorong adopsi QRIS yang lebih luas. Dengan demikian, QRIS dapat menjadi solusi pembayaran digital yang inklusif dan efisien bagi UMKM di Indonesia.

Kata kunci: QRIS, UMKM, digitalisasi, literasi digital, efisiensi transaksi.

ABSTRACT: Indonesia's economy relies heavily on micro, small, and medium enterprises (MSMEs), which play a significant role in gross domestic product (GDP) and employment. Payment system digitization is one of the important initiatives to improve financial efficiency and inclusiveness in an effort to help the expansion of MSMEs. A breakthrough digital payment technology called QRIS (Quick Response Code Indonesian Standard) was created to help micro, small, and medium enterprises (MSMEs) in Indonesia in terms of financial inclusion and transaction efficiency. This research aims to analyze the opportunities and challenges of implementing the Quick Response Code Indonesian Standard (QRIS) in MSMEs from the perspective of business actors. A descriptive qualitative approach is used with a literature study method to explore secondary data from various related literature. The results show that QRIS provides great opportunities for MSMEs, such as transaction efficiency, increased competitiveness, and easy access to a wider market. However, several challenges remain, including low digital literacy, limited technological infrastructure, and resistance to changing the culture of cash transactions. This study concludes that QRIS implementation has great potential in supporting the digital transformation of MSMEs. Recommendations include continuous education, equitable telecommunications infrastructure development, and collaboration between the government, businesses, and financial institutions to encourage wider adoption of QRIS. Thus, QRIS can be an inclusive and efficient digital payment solution for MSMEs in Indonesia.

Keywords: QRIS, MSMEs, digitalization, digital literacy, transaction efficiency.

1. INTRODUCTION

The Indonesian economy is highly dependent on the Micro, Small and Medium Enterprises (MSME) sector, which contributes to GDP and creates jobs (Farisi et al., 2022). Digitalization of the payment system is an important initiative to increase financial efficiency and inclusiveness in an effort to help the expansion of MSMEs. Quick Response Code Indonesian Standard (QRIS), a QR code-based payment standard created to make electronic transactions easier, faster and safer, is one of the innovations initiated by Bank Indonesia (Ihsan & Siregar, 2024). A breakthrough digital payment technology called QRIS (Quick Response Code Indonesian Standard) was created to help Micro, Small and Medium Enterprises (MSMEs) in Indonesia in terms of financial inclusion and transaction efficiency. QRIS is a single QR code-based solution that facilitates interoperability across payment platforms and non-cash transactions for both consumers and companies. The use of this technology is in line with the growth of the digital economy and government policies that support the digitalization of the MSME sector.

Various previous studies have highlighted the importance of digitalization for MSMEs. According to Ayler et al., the adoption of digital payment technology can increase the competitiveness of MSMEs in the industrial era 4.0 (Ndraha et al., 2024). Additionally, studies from Sahabuddin et al. (2024), shows that the implementation of QRIS not only supports transaction efficiency, but also strengthens relationships between business actors and consumers. However, this research is still limited to the research subject and has not studied the direct perspective of business actors as the main subject in QRIS implementation. With this, further research is needed to further explore the opportunities and challenges of using QRIS in an effort to increase the effectiveness of its use in a wider scope.

Two main topics regarding the implementation of the Quick Response Code Indonesian Standard (QRIS) in the Micro, Small and Medium Enterprises (MSME) sector are the main topics of discussion in the formulation of the problem for this study. First, this study will look at how opportunities for using QRIS can help MSMEs in Indonesia to develop, especially in terms of increasing operational efficiency and competitiveness in the digital era. Second, this research will show the obstacles that MSMEs face when using QRIS as a means of payment, including digital literacy problems, technological infrastructure, and cash payment practices that have become a culture. It is hoped that this research will significantly help the effective digitalization of MSMEs in Indonesia by providing answers to these issues.

Therefore, this research aims to analyze the opportunities and challenges of implementing QRIS in MSMEs by focusing on the experiences, perceptions and responses of business actors in an effort to increase competitiveness in the digital era. This approach is expected to provide a more comprehensive picture of the factors that influence the success of implementing QRIS in supporting the digital transformation of MSMEs in Indonesia. Furthermore, it is hoped that this research can provide effective policy and strategy recommendations to increase the implementation of QRIS, thereby supporting the optimization of digitalization of the MSME sector in Indonesia.

2. METHOD

2.1 Types of research

This type of research uses a qualitative descriptive method where the data is not expressed in numerical form. Qualitative research cannot be achieved through quantification or statistical techniques in finding the results (Fauzul et al., 2024). This research uses a qualitative approach using a literature review or literature study method

which aims to analyze the opportunities and challenges of implementing QRIS (Quick Response Code Indonesian Standard) in MSMEs in Indonesia from the perspective of business actors.

2.2 Research Object

The issues discussed in this research include the implementation of the QRIS digital payment system by MSMEs, with a focus on the opportunities and challenges faced in adopting this digital payment system. The object of this research is the implementation of QRIS in the Micro, Small and Medium Enterprises (MSME) sector in Indonesia. The main focus of this research is to analyze the opportunities and challenges faced by MSMEs in adopting QRIS, by looking at the perspective of business actors as users of the payment system.

2.3 Data and Research Sources

The data used in this research uses secondary data obtained by reviewing several relevant literature, such as scientific articles, research reports and publications to get a comprehensive picture. The data selected is literature that includes information about opportunities and challenges in implementing the QRIS payment system from the perspective of business actors.

2.4 Method of collecting data

Data collection is carried out through a literature review, in which researchers will identify, collect and analyze source documents relevant to the research topic. Researchers use a descriptive-analytical approach to understand the phenomenon under study based on available literature.

2.5 Data Validity

To ensure the validity of the data, researchers in conducting this research prioritize the use of credible and verified sources and data, such as in indexed and reputable journals. Triangulation of data sources was carried out by comparing information from various literature reviews to avoid bias and ensure accuracy.

3. RESULT AND DISCUSSION

One of the most important digital payment technologies for increasing efficiency and financial inclusion for micro, small and medium enterprises (MSMEs) in Indonesia is QRIS (Quick Response Code Indonesian Standard). However, like other digital payment platforms, there are several obstacles to using QRIS that need to be addressed in order to have maximum impact on the MSME sector.

3.1 Opportunities of QRIS Implementation in MSMEs

The large number of MSMEs in Indonesia opens up broad opportunities to maximize the use of digital technology for economic growth. QRIS is present as a digital payment innovation that offers various opportunities to make MSMEs more empowered and ready to face the digital era (Listiyono et al., 2024).

Anggarini (2022) explained that the increase in digital transactions provides several benefits. First, cash management becomes more efficient because there is no need to provide change. Second, the use of QRIS minimizes the risk of circulating counterfeit money. Automatic recording of every QRIS transaction also makes it easier for business

actors to access capital loans, as well as making various non-cash payments such as levies, bills and purchasing goods easier.

Another advantage of QRIS lies in the use of a single barcode which makes transactions easier. This system is very beneficial for MSMEs and their customers, where transactions can be processed quickly by scanning a QR code that is compatible with various payment applications on mobile phones. Using a single QR code to accept payments from multiple sources brings significant practicality to transactions (S. Putri & Radiman, 2022). According to research conducted by Kholifah et al. (2024) explained that the use of QRIS has increased trust among the public. MSME players are able to create a positive impression on their customers by implementing modern payment systems such as QRIS. Consumers tend to view merchants who use the latest payment technology as more trustworthy, safe and practical businesses. This is not only related to ease of use, but also regarding aspects of trust and business image. Millennials who are more familiar with digital payments can make transactions easily, while QRIS can still be used by consumers of various age groups.

Implementing a digital payment system provides various benefits for entrepreneurs. Based on research conducted by Tarantang et al. (2019), This system has proven to have far more benefits than its weaknesses. The presence of digital payments does not eliminate the use of cash, but instead helps control inflation by reducing the amount of money in circulation.

Best on various studies collected, 66% of research proves that the use of digital payments has a positive impact on business income. The MSME sector is the largest user of this system. The success of its implementation is supported by internal and external factors, including positive views from the public and business actors who assess this system as practical, comfortable and profitable for their personal and business interests, as revealed in the research E. W. Putri et al. (2022)

Research by Namira (2022) revealed that digital payment systems contribute positively to the financial performance and productivity of MSMEs. The public's high interest in this system is based on the ease and speed of carrying out payment transactions. Not a few people have switched to using QRIS digital payments, for example, not only MSMEs have used QRIS, even parking attendants and buskers have started implementing QRIS. Apart from that, many mosque charity boxes also use QRIS to make it easier for congregations to give charity.

3.2 Challenges of QRIS Implementation in MSMEs

QRIS has various advantages, but still faces challenges in its implementation. Study Azhari & Harahap (2023) revealed that consumers still tend to choose cash payments over QRIS. This is mainly caused by a lack of ability to make online transactions as well as habits and cultural factors that are still oriented towards the use of cash.

To overcome this problem, intensive outreach and education efforts are needed for the community and MSME players. Various approaches can be applied, ranging from holding seminars and workshops to direct approaches to the field. For example, through community service programs that provide direct training to business actors regarding the QRIS payment system. Such programs have proven effective in increasing understanding and encouraging the transition to digital payments.

The low level of digital literacy among MSMEs is a challenge that requires continuous education programs. Many business actors are still hesitant to adopt QRIS due to limited understanding of its benefits and how to use it. Therefore, providing comprehensive information regarding the mechanisms and advantages of QRIS, such as time efficiency and better security, is expected to increase public acceptance of this system.

The success of QRIS socialization also requires support from various stakeholders. Bank Indonesia has shown its active role through QRIS education campaigns in various regions, especially for the MSME sector. Synergy between the government, financial institutions and local communities is key in expanding the reach of outreach and building public trust in digital payment systems.

Unstable internet network access is also a challenge for using QRIS, many areas still experience slow and unstable networks, even though progress has been made in developing telecommunications infrastructure, such as signal transmitting towers. This prevents Micro, Small and Medium Enterprises (MSMEs) from carrying out digital transactions, selling goods online, and participating in the growing digital economy. (Azhari & Harahap, 2023). To overcome this problem, it is necessary to build more transmitting towers and develop technology such as the 5G network which can help improve the quality and speed of internet access, especially in remote areas. To expand the reach of the internet network, the government and internet service providers must work together.

Apart from that, administration costs are a crucial aspect in using digital payment systems, especially regarding the Merchant Discount Rate (MDR). For MSME players, the imposition of MDR of 0.7% creates additional financial burdens which impact operational costs and profit margins, considering that MSMEs generally operate with small profit margins (Kholifah et al., 2024). To overcome this, MSME players can try to negotiate with payment service providers to get more affordable MDR rates.

Another challenge that needs to be watched out for is the increase in cybercrime along with technological developments. Some forms of crime that often occur include the use of fake QRIS that resembles a real QRIS to direct payments to the criminal's account, scamming practices that utilize psychological manipulation to force victims to transfer funds through QRIS, and phishing that uses fake websites that resemble official payment platforms (S. Putri & Radiman, 2022).

To protect themselves from the risk of these crimes, users need to implement several security measures, such as carefully verifying the QR code before making a payment, avoiding providing personal information on suspicious sites, and only using official payment applications that have received a license from Bank Indonesia.

4. CONCLUSION

This research concludes that Digital payments via QRIS offer promising opportunities for MSMEs in Indonesia to carry out non-cash transactions. This system can increase transaction volume significantly and open up wider market opportunities for MSME players. With QRIS, digital economic development can be stimulated and encourage the market to use a more modern, effective and transparent payment system. QRIS not only benefits sellers, but also provides convenience and security guarantees for consumers. Not a few people have switched to using QRIS digital payments, for example, not only MSMEs have used QRIS, even parking attendants and buskers have started implementing QRIS. Apart from that, many mosque charity boxes also use QRIS to make it easier for congregants to give charity. However, there are still several challenges in its implementation. The limited level of digital understanding among MSMEs, lack of technological infrastructure, and reluctance to switch from conventional payment methods are the main obstacles slowing down the widespread acceptance of QRIS. To overcome this, strategic policies are needed from the government and stakeholders to increase digital understanding, build adequate infrastructure, and provide encouragement to MSMEs to adopt digital payments. QRIS has the potential to become a digital payment method that can reach all levels of MSMEs. However, successful implementation requires solid collaboration between the government sector, the business world and society to resolve various existing challenges.

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