

ABSTRACT

In the current era of technological advancement, the roles played by the government and external entities such as banking institutions and associations are crucial for Small and Medium-sized Enterprises (SMEs) to adapt to the digital economy. One of the recent innovations reshaping the payment landscape is the use of mobile-based payment applications. Indonesia has launched the Quick Response Code Indonesia Standard (QRIS) initiative as a step towards standardized and integrated payments nationwide. This research aims to examine the impact of Perceived Ease of Use on Perceived Usefulness in the implementation of the Quick Response Code Indonesia Standard (QRIS) among SMEs in Jatinangor. The research methodology employed is quantitative, utilizing simple random sampling with 251 SME respondents using QRIS in Jatinangor. Data analysis was conducted using the IBM SPSS program, including validity testing, reliability testing, descriptive analysis, classical tests, simple linear regression, and hypothesis testing. The results indicate a significant positive of perceived ease of use on perceived usefulness, with a significance value of 0.015.

Keywords: QRIS, MSMEs, Perceived Usefulness, perceived ease of use