



Increasing University Students Intentional Use Of QRIS E-Payment

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ABSTRACT

This research examines the variables affecting students' intentions to utilize QRIS e-payment, with a focus on students enrolled in Bina Insan University management study program, despite earlier studies on QRIS adoption has made extensive use of the Technology Acceptance Model (TAM), mixed results point to the need for more investigation. Using the Slovin with a margin of error (0.05), a sample of 270 respondents was chosen from the population of 825 students in this research. To make sure the sample was representative, stratified proportional sampling was used. Using structural equation modeling, hypotheses were evaluated. The results of the study show that students' interest in utilizing QRIS is highly influenced by perceived ease of use and perceived risk. However, student enthusiasm in utilizing QRIS was not significantly impacted by perceived usefulness. This result raises the possibility that adoption may not be fueled only by the useful advantages of QRIS. Rather, it emphasizes how important it is for service providers to concentrate on enhancing transaction security and fostering user confidence. Promoting QRIS adoption among students may be more successful if its security features are improved and users worries regarding data security and financial stability are addressed. Future studies should examine how additional elements, such perceived social influence and institutional trust, affect student intentions to utilize QRIS.

INTRODUCTION

The rapid pace of technological development has compelled many to adapt their interactions, particularly in payment systems. Electronic payment systems, or e-Payments, represent one such adaptation in response to these advancements. In Indonesia, the development of e-payments has been marked by the emergence of various payment gateways

provided by different players in the payment industry. These gateways serve as a bridge between the needs of businesses and consumers (Hamzah et al., 2024).

Currently, people combine internet technology and transactions effectively and efficiently. This development also has an impact on the use of payment instruments. The development of the payment system innovates from year to year as a result of advances in information technology, along with advances in the digitization system of financial services and payment transaction instruments (Fatonah et al., 2018).

The integration of QRIS into higher education institutions represents a significant step toward a more efficient and secure financial landscape. By streamlining payment processes, reducing cash dependency, and promoting financial inclusion, QRIS can enhance the overall student experience and contribute to the modernization of higher education institutions. To realize the full potential of QRIS, institutions must address the challenges and implement effective strategies to ensure its successful adoption.

Students as a millennial generation are expected to understand digital payments (e-payments) by using standardized payment QR codes. QRIS is present as a digital payment that makes it easy for students to make payment transactions. The use of QRIS digital payments in the campus environment can also be an innovation that can facilitate students in making payments.

The TAM (Technology Acceptance Model) can be used to approach the Quick Response Code Indonesian Standard (QRIS) payment system. Applying the Technology Acceptance Model (TAM) allows for an understanding of users' reactions and perceptions toward payment technology using the QRIS method, which in turn can influence their attitudes toward accepting and adopting this technology (Hamzah et al., 2024). The logic underlying this model suggests that in the context of technology use, behavioral intentions are shaped not by general attitudes toward those intentions, but by specific beliefs related to technology use (Marikyan & Papagiannidis, 2023).

The results of the pre-research conducted still have students who have never transacted using QRIS digital payments. Even though students are the target of QRIS usage that Bank Indonesia wants to achieve. QRIS is a QR code system as a non-cash payment tool that can be accessed by all digital wallet applications that are very beneficial for the convenience of its users, but this convenience has not fully reached students because many students prefer direct transactions or cash. This is due to uncertainty and security or risk factors. This security risk factor needs to be considered in order to minimize user perceptions of transaction risks that may occur in the use of digital or electronic payments (e-payments) using QRIS (Quick Response Code Indonesian Standard).

LITERATURE REVIEW

Technology Acceptance Model

The main goals of the Technology Acceptance Model (TAM) were to forecast user behaviour, explain the mechanisms behind technology acceptance, and provide a theoretical framework for effective technology adoption. Practically speaking, TAM seeks to provide practitioners with knowledge about the actions required for successful system adoption. Several crucial steps were made in order to accomplish these theoretical goals (Davis, 1989, 1993). The first step was to define the mechanisms that mediate the connection between the features of information systems and their practical usage. The Theory of Reasoned Action, which offers a psychological framework for comprehending human behavior something that was previously absent from the literature on information systems is the foundation of this paradigm (Davis, 1989, 1993).

Finding and defining variables as well as validating metrics that have a strong correlation with system utilisation was the next stage. Davis created, pretested, and validated multi-item

measures for two important constructs perceived usefulness and ease of use based on earlier empirical research in information systems management and human behaviour. Based on the idea that a person's decision to engage in a behaviour is influenced by the perceived benefits of the behaviour in relation to the effort or cost required to perform it, these two constructs are hypothesised to be fundamental determinants of user acceptance (Johnson & Payne, 1985; Payne, 1982). The idea that employing a certain technology would improve one's performance is known as perceived usefulness. The idea of appraisal, which deals with a person's anticipation of favourable results that drive behaviour, is conceptually related to this construct (Bandura, 1982). Operationally, information showing how system performance expectations affect system usage informs perceived usefulness (Robey, 1979).

Conversely, perceived ease of use is the extent to which a person thinks that using a certain technology would be effortless (Davis, 1989). Self-efficacy, which refers to situation-specific beliefs about one's capacity to do a task effectively, is the foundation of this construct (Davis, 1989; Bandura, 1982). When making decisions about using technology, self-efficacy is a predictive factor (Hill, Smith, & Mann, 1987). Furthermore, in the research on innovation dissemination, perceived ease of use is conceptually linked to the complexity factor, which describes the degree to which an invention is seen as challenging to comprehend and use, hence serving as an adoption barrier (Mahajan, 2010).

The self-reported probability of adopting information systems was compared to the two suggested parameters in an organisational setting in order to evaluate construct validity and reliability. Significant correlations between perceived usefulness, perceived ease of use, intention, and use behaviour were verified by further validation, and the resultant scale showed strong psychometric qualities (Davis, 1989).

According to TAM, the process of adopting technology is three-staged. External factors, such as features of the system design, cause cognitive responses, such as perceived usefulness and ease of use, which in turn influence affective responses, such as attitude towards technology use or intention, and usage behaviour (Davis, 1989, 1993). TAM states that behavioural intention, perceived utility, and perceived ease of use all predict behaviour. Expectations of favourable results and the conviction that the behaviour won't demand undue effort are reflected in perceived utility and simplicity of usage (Davis, 1989). An efficient assessment of the possible outcomes of the behaviour is behavioural intention, which may be replaced by attitude towards the behaviour (Ajzen, 2011).

The likelihood of the behaviour happening increases with the strength of the emotive reaction. Notably, use may be directly impacted by perceived utility, highlighting its importance in behaviour prediction. Perceived usefulness has an indirect effect on use behaviour, even while perceived ease of use does not directly influence it (Davis, 1993). According to this paradigm, people are more likely to find a technology beneficial if they believe it to be simple to use, which promotes technology adoption (Davis, 1989, 1993).

With the advent of new technologies like e-money, ATM debits, mobile payments, and barcode-based digital payments, digital payments are quickly becoming more and more common throughout the globe. Several terms are used in the literature to describe digital payments, such as cashless payments (Dieu et al., 2023; Rahman et al., 2022), online payments (Kumar et al., 2023; Shankar et al., 2023), electronic payments (Negm, 2024; Trianto et al., 2023), and digital payments (Putrevu & Mertzanis, 2024).

In order to improve financial reporting and expedite commercial operations, financial sector companies are becoming more and more innovative. Digital payments are described as payment methods carried out digitally, in which money is sent electronically between payers and receivers. As a result, electronic payments are a common term used to describe digital payments. Compared to prior years, the use of electronic payments in commercial transactions has increased significantly.

Electronic Payments

Although digital payments have a lot of promise to simplify financial transactions, some people are still opposed to their use. Behavioural intents and resistance to innovation are the main causes of this resistance (Kaur et al., 2020; Sivathanu, 2019). A lack of customer experience, problems with trust, security threats, and insufficient mobile payment capability are some of the variables that have been shown to contribute to resistance towards mobile payments. Similarly, Behera et al., (2023) discovered that self-compassion (SC) traits including worry, poor effectiveness, exhaustion, a propensity to postpone adoption, and an overwhelming variety of technological options all contribute to reluctance to accept mobile payments. Furthermore, Cham et al., (2022), found that a cash-dependent habit creates attitudes and resistance that hinder the acceptance of digital payments.

E-Payment System QRIS

Financial gateways are electronic services that enable financial transactions via the use of tools such as cards, electronic money, and proprietary channels, according to Bank Indonesia. Additionally, Bank Indonesia has launched the Quick Response Code Indonesian Standard (QRIS), an electronic payment system based on QR codes. QRIS was created in partnership with the payment system sector with the goal of enhancing the speed, ease, and security of QR code transactions (Bank Indonesia, 2020)

Both customers and retailers may benefit from the QRIS payment system. Faster service, improved security, cashless ease, and usefulness all benefit customers. On the other hand, merchants benefit from better business branding, increased sales potential, lower cash handling expenses, the removal of the need to give change, better financial separation between personal and business affairs, and the chance to establish a credit profile that will make future financing easier (Bank Indonesia, 2020)

Static Merchant Presented Mode (MPM), Dynamic Merchant Presented Mode (MPM), and Customer Presented Mode (CPM) are the three varieties of QRIS that are now offered in Indonesia, each of which serves a distinct merchant's requirements. The most basic kind of electronic payment is static MPM QRIS, which requires shops to just show a QRIS sticker or printout. After scanning the code, users input their PIN, enter the payment amount, and confirm the transaction. Both the merchant and the user get transaction notifications quickly. Dynamic MPM QRIS uses a QR code that is created by a device, such a smartphone or EDC machine, and there are no costs involved. Here, the consumer scans the code after the merchant enters the payment amount. Last but not least, Customer Presented Mode (CPM) is made for businesses that need quick transactions, such those in parking, transit, and contemporary retail (Bank Indonesia, 2020).

METHODS

A quantitative approach was employed, with data collected through questionnaires distributed to 270 management students. The research hypothesis was tested using Partial Least Squares-Structural Equation Modeling (PLS-SEM). PLS-SEM is appropriate for both large and small samples (Ravand & Baghaei, 2016) and is particularly advantageous when the theoretical foundation is weak or when data do not meet normality assumptions (Darmansyah, Fianto, Hendratmi, & Aziz, 2020). Confirmatory factor analysis (CFA) and structural analysis are the two phases of the SEM study. Important elements of CFA are the loading factor, average variance extracted (AVE), and Cronbach's alpha, also known as discriminant validity. The loading factor and AVE values must be more than 0.5 in order to establish convergent validity (Darmansyah et al., 2020, Ryu., 2018), while the Cronbach's alpha value should be greater than 0.7 (Jamshidi & Kazemi, 2020). The total population is 825 students, taking the number of samples in the study using the slovin formula with an error rate of 5% (0.05). The sample, consisting of 270

respondents, was selected using stratified sampling to ensure it accurately represents the population.

This study uses data collection techniques, namely by distributing questionnaires online with google form media which contains a set of questions used to measure each research variable to be tested, namely Perceived Usefulness, Perceived Ease of Use, Perceived Risk, and Interest in Using QRIS. The questionnaire was distributed online with google form media through whatsapp groups and through Instagram owned by researchers. Data processing using the SmartPLS (Partial Least Square) software program.

RESULTS

Discriminant Validity

Test Discriminant using valuecross loading. An indicator stated fulfil discriminant validity if cross loading the indicator on the variable is the largest compared to other variables.

Table 1 Cross Loading Values

Variable	Interest in Use	Perceived Ease of Use	Perceived Risk	Perceived Usefulness
MP1	0,771			
MP2	0,817			
MP3	0,804			
MP4	0,780			
MP5	0,828			
MP6	0,816			
MP7	0,859			
MP8	0,847			
MP9	0,835			
PE1		0,791		
PE2		0,751		
PE3		0,782		
PE4		0,822		
PE5		0,834		
PE6		0,796		
PE7		0,766		
PE8		0,781		
PE9		0,774		
PR1			0,780	
PR2			0,774	
PR3			0,857	
PR4			0,832	
PR5			0,790	
PR6			0,836	
PR7			0,826	
PR8			0,790	
PR9			0,740	

Variable	Interest in Use	Perceived Ease of Use	Perceived Risk	Perceived Usefulness
PU2				0,756
PU3				0,792
PU5				0,758
PU6				0,805
PU7				0,801
PU8				0,829
PU9				0,779

Data Processing with SmartPLS

Estimated Results Cross Loading Table 1. above, shows that the loading value of each indicator item on the variable shows that all variables have Discriminant Validity a good one is >0.70 in each variable. Good discriminant validity is aimed at the AVE squared for each construct being greater than the correlation between constructs in the model and the AVE value must be >0.5 . The following are the AVE values of each latent variable:

Table 2 AVE Value

Indicator	AVE
Interest in Use	0.669
Perceived Ease of Use	0.619
Perceived Risk	0.646
Perceived Usefulness	0.622

Data Processing with SmartPLS

The AVE value in table 2 shows that the values for all variables are above >0.5 , thus it can be concluded that all constructs have good AVE values in accordance with the minimum value limits required

Reliability Test (Composite Reability)

Composite Reability is the part used to test the reliability value of indicators on a variable. A variable can be declared to be satisfactory Composite Reability if it has a Composite Reability value >0.8 . The following are the values Composite Reability of each variable used in this research:

Table 3 Values Composite Reability

Indicator	Composite Reability
Intention to Use	0.948
Perceived Ease of Use	0.936
Perceived Risk	0.942
Perceived Usefulness	0.920

Data Processing with SmartPLS

Table 3 estimation findings demonstrate that all latent variables or constructs have Cronbach alpha values over 0.6, indicating that all constructs have excellent reliability in compliance with the necessary minimum value constraints. All constructs have high reliability in compliance with the necessary minimum value restrictions because the composite reliability for all latent variables or constructs is above >0.8 .

R-Squares (R²) Analysis

The percentage of the dependent variable's variation that can be accounted for by the independent variables in a statistical model is shown by the R-squared (R²) value. A greater model fit is shown by a higher R² value, which implies that the independent variables are better at predicting the dependent variable. The model's explanatory power improves with increasing R², suggesting a greater capacity to explain variance in the outcome variable.

Table 4 R-Squared (R²) values

Indicator	R-Square Adjusted
Perceived Ease of Use	0.767
Perceived Risk	0.686
Perceived Usefulness	0.664

Data Processing with SmartPLS

As shown in Table 5, the R-squared (R²) values for the endogenous and exogenous latent variables are 0.767, 0.686, and 0.664, respectively. These values suggest a strong model fit, as R² values above 0.75 are generally considered indicative of strong explanatory power (Ghozali, 2021).

T-statistic

Hypothesis testing on the path coefficients between variables is necessary in order to comprehend the structural links between latent variables using the t-statistic. This may be accomplished by looking at the t-statistic, where values higher than 1.96 suggest statistical significance, or by comparing the p-value to a significance threshold (alpha) of 0.05. The bootstrapping approach is used to extract the p-value and t-statistic values from the SmartPLS software's output. The following is a summary of the t-statistic test results:

Table 5 Total Direct Effects

Variable	Original Sample	T-Statistics	P Values
Perceived Usefulness-> Intention to Use	-0.062	0.857	0.392
Perceived Ease of Use-> Intention to Use	0.326	3.586	0.000
Perceived Risk-> Intention to Use	0.640	9.462	0.000

Data Processing with SmartPLS

The inner model is shown by probability value and its T-statistic. For the probability value, the P value with an alpha of 5% or less than 0.05. The Tstatistic value is more than 1.96, so the criteria for accepting the hypothesis is when the T-statistic must be greater than 1.96 and the P value is less than 0.05.

DISCUSSION

Table 5 above shows the T-value statistics and P-value which are the basis for hypothesis testing yields three key findings: 1) Perceived Usefulness; Contrary to expectations, this variable does not have a significant positive effect on students' interest in using QRIS; 2) Perceived Ease of Use; This factor positively influences students' interest in adopting QRIS, suggesting that the more accessible and user-friendly the system is perceived to be, the higher the likelihood of its adoption; 3) Perceived Risk; Interestingly, Perceived Risk also has a positive effect on interest, indicating that students who are aware of potential risks may still find the benefits of using QRIS outweigh the drawbacks.

Influence perceived usefulness on interest in use payment QRIS does not have a significant effect, meaning that respondents' awareness of perceived usefulness (perceived benefits) in using QRIS is small or low so it does not grow interest in its use. This is due to the lack of understanding and knowledge that respondents have about the benefits of electronic payments and the lack of promotion of the benefits obtained from transactions using QRIS. Students still need cash for almost every transaction activity because there is still a lot of it merchants who have not received digital payments. The Technology Acceptance Model (TAM) has little predictive potential when applied to the uptake of mobile payment technologies. The main factors influencing users' opinions of the technology are perceived output quality, image, self-efficacy, and external control (Faqih & Jaradat, 2015; Riad et al., 2014)

Interest in using QRIS is positively and significantly impacted by perceived ease of use. An information system will be used by someone who thinks it is user-friendly. Users will be more receptive to an application that is simpler to use. Perceived ease of usage continues to have varying effects. For example, it is essential that users believe a text mining tool is both practical and user-friendly before adopting it (Demoulin & Coussement, 2020). Perceived Risk significant to Interest in Use E-Payment QRIS. QRIS digital payments are related to money so users need certainty and need to trust the service provider that the user's money and data are safe.

CONCLUSION

The research emphasizes how many variables affect college students' use of electronic payment methods. Perceived usefulness is not as important as expected, despite the fact that simplicity of use is a major motivator of interest. Furthermore, the favorable impact of perceived risk points to a nuanced view among students, where by knowledge of possible dangers may increase rather than decrease their desire in utilizing QRIS. These results provide useful implications for academic institutions and payment system developers, as well as adding to the larger conversation on the acceptance of digital payments in educational settings.

The adoption of QRIS in higher education institutions represents a significant step towards digital transformation. By understanding the factors influencing its acceptance, universities can strategically implement QRIS to enhance financial processes, improve user experience, and contribute to broader financial inclusion goals. Further research is recommended to explore the long-term impacts of QRIS adoption on university operations and stakeholder satisfaction.

LIMITATION

This research's dependence on a sample taken only from Bina Insan University's management studies program is one of its limitations. A more varied sample size that includes students from all Lubuklinggau higher education institutions might be advantageous for future studies. With this enlarged scope, it would be possible to assess QRIS's ability to support financial inclusion in Indonesia more thoroughly.

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