



ACCOUNTING DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

ANDALAS UNIVERSITY

UNIVERSITAS ANDALAS

THESIS

**ANALYSIS OF THE DETERMINANTS OF THE INTENTION TO USE QRIS
FROM SMES' PERCEPTION**

By:

MUHAMMAD ALFARRABIE

1910533012

INTERNATIONAL ACCOUNTING

UNTUK

BANGSA

Lecturer Advisor:

Rayna Kartika, SE, M.Com, Ak, CA

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ABSTRACT

This study aims to empirically examine the influence of Performance Expectancy, Effort Expectancy, Social Influence and Hedonic Motivation on the Interest in Using QRIS (Quick Response Code Indonesian Standard) by SME (Small and Medium-sized Enterprise) Business Actors. The sampling technique used is simple random sampling. Data in this study are processed using SPSS 26 software with a quantitative descriptive method. The dependent variable in this study is the Intention to Use QRIS. The independent variable in the study are Performance Expectancy, Effort Expectancy, Social Influence, and Hedonic Motivation. The results of this study indicate that Performance Expectancy, Effort Expectancy, and Hedonic Motivation have a positive influence on the Interest in Using QRIS, but the Hedonic Motivation variable does not have a positive influence on the Interest in Using QRIS by SME Business Actors.

Keyword : *Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Intention to Use QRIS, MSME's*

