

MSMEs Development Through QRIS Islamic Banking in Medan City, Indonesia

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ABSTRACT

The purpose to examine the use of QRIS whether it is able to increase the income of MSMEs in the city of Medan, Indonesia. The novelty recommendations for the use of QRIS for MSMEs in Medan City. The type of research uses primary research techniques by collecting data directly in the field, namely the respondents are MSME actors in Medan City. The Implication can Providing input to MSMEs to use QRIS because it can increase their income and Islamic banks to improve QRIS product innovation, especially risk mitigation and real time. The results showed that the increase in MSME income in Medan City stated that the use of the QRIS payment system had a positive and significant effect on increasing MSME income in Medan City. Constraints from using QRIS for MSMEs There are still those who do not understand how to use QRIS, both from business actors and their customers; network constrained; the slow process of disbursing funds in real time; and there is a fee for using QRIS that is charged to merchants.

Keywords: MSMEs, QRIS, islamic banking, real time.

INTRODUCTION

Micro, Small and Medium Enterprises must adopt technology to increase their competitive advantage and be able to compete in the market. MSMEs account for more than half of all formal employment. In Europe, MSMEs represent 99.8% of all companies¹. The application of technology in conditions of a global health crisis such as virtual activities is important to avoid a total

¹ Kasim Sinta, Muh. Nasir Hamzah, et.all, "Resilience of Micro, Small, and Medium Enterprises Based on Islamic Entrepreneurship", Iqtishoduna, Vol. 13, No. 1 2024, 211-232.

stoppage of the global economy^{2,3}. The income of MSMEs with minimarkets experienced a decline in income with an average decline of 53.75%⁴.

MSMEs make up over 97% of the official workforce in Indonesia and over 60% of the country's GDP, making them an essential sector whose capabilities must be continuously enhanced. MSMEs now have more opportunities to enter new markets, increase operational effectiveness, and develop innovative goods and services thanks to digitalization. A payment system that enables quick, simple, and integrated transactions is a crucial component of MSME digitalization. In an attempt to encourage the growth of the digital economy, Bank Indonesia, which oversees the country's payment system, released the QRIS (Quick Response Code Indonesian Standard) policy in 2020. Several digital payment systems are combined into a single standard by QRIS, a QR code-based payment system that can be utilized by all payment service providers, both banks and non-banks.

According to a Bank Indonesia report, the number of QRIS users in North Sumatra is still growing, and the bulk of these users are from the microbusiness sector, particularly the culinary industry. North Sumatra had 770,262 QRIS users in September 2022; by the second quarter of 2023, that figure had grown to 1.7 million users, with IDR 4.91 trillion in transactions. This demonstrates how the culinary industry in Medan dominates the use of QRIS. According to a different survey, the culinary industry in Medan City uses QRIS the most, accounting for 58.6% of all retailers. The infrastructure and financial literacy issues that MSMEs encountered when implementing this digital payment system were also noted in this study.

There are certain challenges in developing MSMEs, it is necessary to implement strategies to strengthen MSMEs, especially in terms of institutional and technological management, so that assistance and partnerships are needed⁵. For this reason, cooperation between MSMEs and electronic money providers is needed to increase financial inclusion and advance the Indonesian economy.⁶ With QRIS, MSMEs do not need to have many QR codes in their business, because standardized QR codes can be used to make QR code payments from various payment system service providers and customers find QRIS helpful in

² Ting Zhang, Dan Gerlowski, and Zoltan Acs, "Working from Home: Small Business Performance and the COVID-19 Pandemic," *Small Business Economics*, 2021, 1-26.

³ Siti Mujiatun, et.all, "Sharia Financial Technology (Fintech) Management Model In Indonesia", *Cuadernos de Economia*, Vol 45, Issue 128, 2022, 145-156.

⁴ Mujahidin, Fasiha, et.all, "Income of Micro, Small, and Medium Enterprises with the Presence of a Mini Market in Palopo City, Indonesia", *Iqtishoduna*, Vol. 11, No. 2 2022, 257-266.

⁵ Ichsan, Nurul Reza, Syahbudi, Muhammad, et.all, "Development of Islamic Human Resource Management in The Digital Era for MSMEs and Cooveratives in Indonesia", *Iqtishoduna*, Vol. 12, No. 2, 2023.

⁶ Josef Evan Sihaloho, Atifah Ramadani, and Suci Rahmayanti, "Implementasi Sistem Pembayaran Quick Response Indonesia Standard Bagi Perkembangan UMKM Di Medan," *Jurnal Manajemen Bisnis* 17, no. 2 (2020): 287-97.

making non-cash transactions.⁷ QRIS is here as a concrete form of government support for the Indonesian payment system revolution and advancing MSMEs in the digital era like now.⁸

However, there are obstacles to using QRIS such as research conducted by⁹ one of the obstacles experienced is that there are still many business actors who do not understand the working system of this payment channel. This is supported by research from Herlambang¹⁰ which states that understanding the QRIS payment system has no effect on the development of MSMEs in Medan City. This proves that a large number of MSMEs still think that using QRIS services will add complexity and provide no significant benefits for them. Meanwhile, using the QRIS payment system, business actors experience dissatisfaction with the Merchant Discount Rate (MDR) fee charged to business actors of 0.7% for each transaction made using QRIS.¹¹ This causes the merchant's daily income to decrease due to fees charged, so that sometimes business actors do not want to use QRIS for payments if the transaction volume is small¹². In addition to these problems, what is of interest to researchers is that the potential for MSMEs continues to increase in existence but needs to be supported by MSMEs that are sustainable not only temporarily so that through this QRIS feature it can maintain the existence of MSMEs in the long term¹³. This study was carried out in Medan City, which is home to a sizable number of MSMEs and is one of Sumatra Island's biggest economic hubs. The development of MSMEs in Medan City has enormous potential to boost the local and national economies. Due to expense, ignorance, or a lack of awareness of the long-term

⁷ Dewi Qutrun Nada, Sri Suryaningsum, and Hari Kusuma Satria Negara, "Digitalization of the Quick Response Indonesian Standard (QRIS) Payment System for MSME Development," in *Journal of International Conference Proceedings (JICP)*, vol. 4, 2021, 551–58.

⁸ Nanang Wahyudin, Novita Herlissha, and Dwi Rizki Aldiesi, "The Utilization of E-Commerce and QRIS as Digital Payment Tools to Improve Sales Performance through Competitive Advantage in MSME," *Journal of Consumer Sciences* 7, no. 2 (2022): 134–47.

⁹ Sihaloho, Ramadani, and Rahmayanti, "Implementasi Sistem Pembayaran Quick Response Indonesia Standard Bagi Perkembangan UMKM Di Medan."

¹⁰ Ridho Herlambang, "Pengaruh Penggunaan Sistem Pembayaran Quick Response Indonesia Standard (Qris) Terhadap Pengembangan UMKM Kota Medan" (Universitas Sumatera Utara, 2021).

¹¹ Mira Gustiana Pangestu, "Behavior Intention Penggunaan Digital Payment Qris Berdasarkan Model Unified Theory of Acceptance and Use of Technology (UTAUT)(Studi Pada UMKM Sektor Industri Makanan & Minuman Di Kota Jambi)," *Jurnal Ilmiah Manajemen Dan Kewirausahaan (JUMANAGE)* 1, no. 1 (2022).

¹² Muhammad Irfan Nasution, Muhammad Fahmi, and Muhammad Andi Prayogi, "The Quality of Small and Medium Enterprises Performance Using the Structural Equation Model-Part Least Square (SEM-PLS)," in *Journal of Physics: Conference Series*, vol. 1477 (IOP Publishing, 2020), 52052.

¹³ B. S. Hutami A. Ningsih, Endang M. Sasmita, "Perceived risk (PR) is formed of two components, namely uncertainty and loss (Wang et al., 2019). The business also affects the level of risk (Tran & Nguyen, 2020); mobile phones usually store important personal information, which can create security conc," *J. IKRA-ITH Ekon.* Vol. vol. 4, no. 1, p. 3, 2021

advantages of this digital payment system, many MSMEs in Medan are still hesitant or less motivated to adopt QRIS in their transactions.

The specific purpose of this study is to analyze the use of QRIS to increase the income of MSMEs in Medan city and the obstacles faced by MSMEs in Medan city in implementing the payment system using QRIS and to provide recommendations for QRIS product innovations for Islamic banking that are relevant to MSME business.

The urgency of this research is to describe the problem of not achieving the use of QRIS in Islamic banking in the MSME business, describe the constraints of QRIS products that can be mitigated from product development innovations and produce recommendations for Islamic banking in creating the products needed for MSME players it produces relevant recommendations for the use of QRIS for MSMEs in Medan City and comes from primary data so that the data is actual.

METHODS

The type of research uses primary research techniques by collecting data directly in the field, namely the respondents are MSME actors in Medan City. This research is a qualitative research using a phenomenological approach. Phenomenological research is a type of qualitative research that sees and hears more closely and in detail the explanation and understanding of individuals towards their experiences. The phenomenological approach is a way of dissecting a phenomenon that occurs with theory in elaborating its findings. The data sources used in this study consist of two, namely primary data and secondary data. Primary data consists of MSME actors in Indonesia, while the secondary data referred to in this study is a data source that supports the primary data source. In obtaining relevant information and data, there are three types of methods used in the study, namely: observation, interviews, and documentation. The research method begins with identifying QRIS problems for MSME actors either through literature studies, reports or news publications by regulators regarding QRIS, and issues from the road map of Islamic banking from the OJK. Furthermore, observations were made to MSME actors as well as interviews. The following will describe the implementation of research activities:

1. Gather information and initial identification processes regarding the use of QRIS for MSME actors in the Medan City area.
2. Review of literature studies regarding the use of QRIS and its development.
3. Mapping the problems obtained from the results of the identification and study of problem literature.
4. Compilation of questionnaires and a list of interview questions to explore the reality of QRIS usage, problems and challenges of QRIS.
5. Collection of questionnaire results from MSME actors on the use of QRIS.
6. Interpret the results of the primary data obtained.
7. Verify processing results and conduct FGDs with sharia banking informants according to the results of primary data processing.

8. Delivering the results of the recommendations at the FGD so that they become study material for Islamic banking to be able to develop and study QRIS so that it is more competitive with products that are more real time.

RESULT AND DISCUSSION

The research implementation has been achieved because it produces the required research answers on how to develop MSMEs through the current digital tool known as QRIS or known as the Quick Response Code Indonesian Standard which can increase the income of MSME actors. The results of this study can be described as follows:

Based on data on the business sector, it can be concluded that most of the respondents in this study were engaged in the culinary business, namely 53 respondents or 62.4%. Furthermore, 19 respondents or 22.4% engaged in trade, 8 respondents or 9.4% in the fashion business, and the last in the service business sector were 5 respondents or 5.9%. This shows that the majority of MSMEs using the QRIS payment system in Medan City are predominantly engaged in the culinary business. Widayanti examined the impact of non-cash payments on Yogyakarta's MSMEs' revenue in this study. According to the study's findings, the culinary industry has the most potential for implementing digital payment systems like QRIS. The primary causes are the huge volume of daily transactions and the simplicity of payment offered by QRIS, which enables players in the culinary industry to service clients more quickly and effectively.

Based on the majority of MSMEs in Medan City, they have started their business for 1-3 years. This can be seen from the 47 respondents or 55.3% obtained. Furthermore, at > 3-5 years there were 21 respondents or 24.7% who had started their business. At > 5-10 years there are 12 respondents or 14.1%. And finally at > 10 years there were 5 respondents or 5.9%.

According to Nada et al.'s research from 2021: The digitization of MSMEs in Indonesia using the QRIS system is the main topic of this study. According to the findings, MSMEs in the culinary industry adopt QRIS more quickly than those in other industries because they require speedier and more realistic transactions. Additionally, using QRIS helps culinary business actors – who are becoming more and more used to digital payments – increase client loyalty.

There are around 69 respondents or 81.2% who have a gross business income/year of ≤ IDR 300 million. Furthermore, 13 respondents or 15.3% have gross business income/year of Rp. 300 million Rp. 2.5 billion. And the last 3 respondents or 3.5% have a gross business income/year of Rp. 2.5 billion – Rp. 50 billion. This shows that most of the MSMEs in Medan City in this study are mostly micro-enterprises.

It is known that out of 85 respondents, 37 respondents or 43.5% of MSMEs in Medan City have been using the QRIS payment system for less than 4 months. Furthermore, as many as 23 respondents or 27.1% of MSMEs in Medan City had used the QRIS payment system for more than 4-8 months. As many as 8 respondents or 9.4% of MSMEs in Medan City had used the QRIS payment system for more than 8 months - 1 year. And finally, 17 respondents or 20.0% of

MSMEs in Medan City have been using the QRIS payment system for more than 1 year. This shows that the majority of MSMEs in Medan City in this study have not used the QRIS payment system for a long time at their place of business.

It is known that most of the income obtained from MSMEs in Medan City while using QRIS in one month is <Rp. 1,000,000. This is in accordance with the data obtained by 44 respondents or 51.8%. This shows that the use of the QRIS payment system at their place of business has not helped optimally in terms of increasing their business income.

From the results of the analysis, the researcher found that the use of QRIS is effective for MSME actors and can increase their business income, but there is a weakness in the QRIS product from Islamic banking, namely that it is not yet real-time for MSME actor reporting data so that there is no difficulty in reconciling finances from consumer payments.

CONCLUSION

That the use of the QRIS payment system has a positive and significant effect on increasing the income of MSMEs in Medan City. This proves that even though the QRIS payment system is a non-cash payment system that was just launched by Bank Indonesia (BI) in 2020, it has a positive impact on the ongoing development of MSMEs in Medan City. The presence of QRIS is very supportive in terms of transaction processing and provides many benefits, especially in terms of increasing income.

Author's Contribution

Rahmayati: Contribute to formulating research ideas, research methods

Siti Mujiatun: Contributing to writing systematics, collecting data, processing data, and interpreting data

Ahmad Affandi: Contribute to analyzing interpretation results, the language proofread.

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Declaration of Competing Interest

The author declares that there is no conflict of interest.

Ethical Approval

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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