

PREFERENCES AND PERCEPTIONS OF MSME ENTREPRENEURS TOWARDS ISLAMIC BANKING QRIS PRODUCTS AND SERVICES IN THE CITY OF MEDAN POST COVID 19 ERA

By Rahmayati Rahmayati

PREFERENCES AND PERCEPTIONS OF MSME ENTREPRENEURS TOWARDS ISLAMIC BANKING QRIS PRODUCTS AND SERVICES IN THE CITY OF MEDAN POST COVID 19 ERA

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ABSTRACT

Purpose : The aim of this paper is determine the perception of MSME entrepreneurs in the city of Medan in the post-covid-19 era.

Design/methodology/approach : This type of research is field research by conducting interviews and Focus Group Discussions (FGD) conducted on MSME entrepreneurs in Medan City who use QRIS and how their preferences and perceptions are, especially for culinary entrepreneurs.

Findings: The results of this study are the tendency of MSME entrepreneurs to prefer cashless transactions instead of QRIS because there are network constraints, lack of consistency in real time when transacting, administrative costs are imposed for MSME entrepreneurs so that they tend to cashless transactions other than QRIS so that MSME entrepreneurs do not prioritize the use of QRIS. Furthermore, from the perception of post-covid-19 era MSME entrepreneurs that purchasing power is low, however, the use of QRIS has not shown an increase in business income.

Research, Practical & Social implications: Demonstrate the use of QRIS services that can increase the business income of MSME Users.

Originality/value: This article is an academic contribution that allow an understanding about research development on preferences and perceptions of MSME and their competencies, considering perception entrepreneurs that purchasing use QRIS.

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REVISIÓN DE INVESTIGACIONES SOBRE PERCEPCIONES DE EMPRENDEDORES

MIPYMES Y QRIS

Objetivo: El propósito de este estudio fue determinar la percepción de los empresarios MIPYMES de la ciudad de Medan en la era post covid-19.

Diseño/metodología/enfoque: este tipo de investigación es una investigación de campo mediante la realización de entrevistas y discusiones de grupos focales (FGD) realizadas a empresarios MIPYME en la ciudad de Medan que utilizan QRIS y cuáles son sus preferencias y percepciones, especialmente para empresarios culinarios.

Conclusiones : Los resultados de este estudio son la tendencia de los empresarios MIPYME a preferir transacciones sin efectivo en lugar de QRIS debido a que existen restricciones de red, falta de consistencia en tiempo real al momento de realizar transacciones, se imponen costos administrativos a los empresarios MIPYME para que tiendan a transacciones sin efectivo que no sean QRIS para que los empresarios MIPYMES no prioricen el uso de QRIS. Además, desde la percepción de los emprendedores de la MIPYME de la era post-covid-19 de que el poder adquisitivo es bajo, sin embargo, el uso de QRIS no ha mostrado un aumento en los ingresos comerciales.

Pesquisa, implicações práticas e sociais : Demostrar el uso de los servicios QRIS que pueden aumentar los ingresos comerciales de los actores MIPYME.

Originalidad/valor: Este artículo es un aporte académico que permite comprender el desarrollo de investigaciones sobre las preferencias y percepciones de las MIPYMES y sus competencias, considerando las percepciones de los empresarios que compran utilizan QRIS.

Palabras clave: preferencias, percepciones, MIPYME Emprendedores, Banca islámica, QRIS.

PANORAMA DE LA INVESTIGACIONES SOBRE PERCEPCIONES DE EMPRENDEDORES

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INTRODUCTION

Economic problems are problems that must continue to be addressed in economic development strategies by increasing productivity, entrepreneurship and socio-economics (Hussin & Aziz, 2021). Sustainable business as the company's commitment to continue to behave ethically and contribute to economic payments. Through business and entrepreneurship for a balance between organization and environment in the development of an integrated country between economic, social and environmental dimensions (Rafael & Lopes, 2020).

The Covid-19 pandemic has had a huge impact on MSMEs and has forced MSMEs to adapt and make changes to their business processes. Changes that need to be made cannot be separated from digitalization, the use of financial products, and also the use of assistance from the government or other external parties. SMEs in Spain are most relevant with regard to information technology innovation because there is a relationship with MSME business players, partners and consumers. Technological innovation is equally important in supporting the progress of the MSME business by providing a measurable strategy and operational model (Estébanez et al., 2020). To find out the current condition of MSMEs and what MSMEs need so that they can continue their business, knowledge of the following is needed: (1) MSME perceptions of financial and non-financial assistance from external parties such as the government, private companies, and financial institutions, both given and expected. This needs to be considered in order to be able to issue and distribute aid that is right on target; (2) MSME perceptions of digitalization such as whether there are changes in sales through digital platforms, the current status of digital utilization and future plans.

Paradigms and people's thinking patterns change with the advancement of information technology and the growing development of this thinking has a huge impact on life, especially in the field of economy and banking in Indonesia. From this thought, many new innovations emerged, such as the way people transact in Indonesia, the way of transacting has changed from time to time, from transactions using barter practices, using paper money and coins, and now many people are making transactions from their respective smartphones. each by using digital wallets such as OVO, Dana, LinkAja, Gopay and finally the QRIS (Quick Response Code Indonesian Standard) which uses a QR Code. Technological advances in the payment system have shifted the role of cash as a means of payment to a more efficient and economical form of non-cash payment

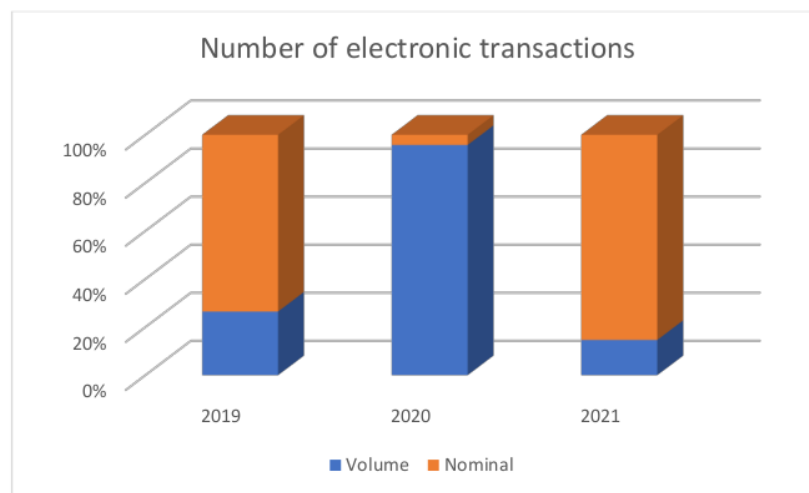
(Wijaya & Mulyandi, 2021). The following is information on electronic money transactions from 2019 to 2021.

Table 1. Electronic Money Transactions for 2019-2021

Kategori	2019	2020	2021
Volume	5,226,699,919	4,625,703,561	602,293,039
Nominal	145,165,467.60	204,909,170	35,100,099.84

Source: Bank Indonesia (processed by the author).

Chart 1. Number of Electronic Transactions



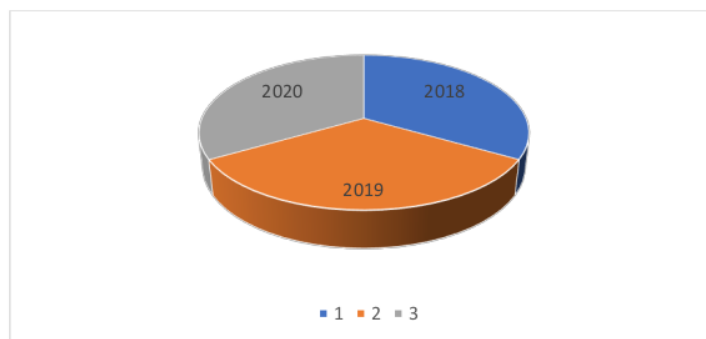
Based on the data above, it shows a significant increase in payment activities using electronic money which is included in the non-cash payment system. This shows that there is great interest in the community to make electronic money a non-cash payment. The current condition of the Covid-19 pandemic, in the form of the use of electronic money is increasingly being used by the public. Because, this type of transaction is considered safer from transmission of the corona virus because there is very minimal direct receipt of money. The implementation of electronic money that has been used in the payment process made by the community can make it easier for MSME entrepreneurs to make transactions for their customers. The existence of cooperation between MSMEs and electronic money providers will increase financial inclusion and advance the Indonesian economy (Sihaloho et al., 2020). Not only that, many MSME

actors have felt the positive impact of the presence of electronic money, such as increasing transactions, recording finances more regularly, and increasing financial literacy through access to banking and digital financial services.

Quick Response Code Indonesian Standard /QRIS is the unification of various kinds of QR from various Payment System Service Providers (PJSP) using a QR Code. 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 it helpful to have QRIS in conducting non-cash transactions (Alifyandra, 2021).

QRIS is here as a tangible form of government support for the Indonesian payment system revolution and advancing MSMEs in the digital era as it is now. This is supported by the rapid development of MSMEs. According to the Ministry of Cooperatives and Small and Medium Enterprises, the number of MSME developments in 2018 was 64.2 million, then in 2019 it was 65.5 million, while in the city of Medan the following table can be seen:

Chart 2. Number of MSMEs in Medan City in 2018-2020



Source : Medan City Cooperatives and MSMEs Office 2022.

QRIS was present when Indonesia was experiencing the Covid-19 pandemic, so the government issued a policy to the public to maintain physical distancing and implement Large-Scale Social Restrictions (PSBB). This certainly has a significant impact on various industrial sectors in Indonesia, including Micro, Small and Medium Enterprises (UMKM) entrepreneurs. QRIS is one of the solutions for SMEs in carrying out business activities during the Covid-19 pandemic. With QRIS, it is hoped that MSME entrepreneurs can rise from adversity in the face of the Covid-19 pandemic so that

MSMEs must continue to seek assistance as was done in research (Hayati, 2020). Due to the impact of Covid-19 on MSMEs, sales decreased at the beginning of the Covid-19 pandemic (Nasution et al., 2020). According to data from the Kata Data Insight Center (KIC) it shows that 63.9% of the affected MSMEs experienced a decrease in income of more than 30%. Only 3.8% of MSMEs experienced an increase in income. To emphasize the benefits of using QRIS for MSMEs, it is necessary to conduct further research through this research, namely Preferences and Perceptions of MSME Entrepreneurs Towards Islamic Banking QRIS Products and Services in the City of Medan Post Covid 19 Era.

THEORETICAL REFERENCE FRAMWEORK

In a regulatory review issued in 2020 through a research report conducted (OJK-BCG Joint Research, 2020) there are two major scopes that are studied from the MSME side, namely the obstacle points and potential solutions studied in depth on all aspects of the business including the sales side, inventory, operations, and funding. Then in the second aspect, namely the perception of MSMEs on large elements that have the potential to help MSMEs face the crisis that is happening during the pandemic, namely from the aspect of assistance from the government, digitalization, and financial products. Micro, Small and Medium Enterprises (MSMEs) are business groups that its role is very significant in the Indonesian economy, with the number of micro-entrepreneurs estimated to be mostly engaged in the informal sector (Pangestu, 2022).

The Covid-19 pandemic has shaken the economy of all countries, including Indonesia. In the 1998 financial crisis experienced by Indonesia, micro, small and medium enterprises (MSMEs) at that time were able to survive and support the economy. However, even today, it is difficult for MSMEs to survive MSMEs must collaborate and innovate through digitalization. In fact, there are as many as 132 million internet network users in Indonesia (Hartono & Hartomo, 2016).

Optimization of financial technology is a potential that provides easy and effective offering of all financial services for users of financial services in real time. Current digitization products and services that continue to grow include Go-Pay, Ovo, and Dana. In addition, there is also QRIS as a payment alternative. Through the use of one standard QR Code, providers of goods and services (merchants) do not need to have different types of QR Codes from different publishers. The impact of the development of digitalization, the environment, and people's mindsets continue to experience changes and high

sensitivity to these changes, which in turn creates new forms of interconnectivity between economic actors who are becoming more creative, active and productive. Through the development of increasingly innovative digitalization, it has provided a change from a physical payment system for money to online payments using electronic payments with various functions and their own uniqueness, which certainly makes it easy and practical to carry anywhere. Bank for International Settlements, online payments define as products that have value available to users and producers stored on electronic media that are used and utilized by users. (Setiawan & Mahyuni, 2020).

MSME Classification

MSMEs must be able to survive all economic conditions, so it is the obligation of MSME actors to collaborate with various supporting partners for a strategy to increase business that is more sustainable and productivity continues to increase. MSMEs consist of classifications that get more dynamic opportunities, namely First, Livelihood Activities, are Micro, Small and Medium Enterprises (MSMEs) which are used as job opportunities to earn a living, which is better known as the informal sector, for example street vendors. Second, Micro Enterprises, are Micro, Small and Medium Enterprises (MSMEs) which are craftsmen but do not yet have an entrepreneurial nature. Third, Small Dynamic Enterprise, are Micro, Small and Medium Enterprises (MSMEs) that already have an entrepreneurial spirit and are able to accept subcontract and export work. (Hartono & Hartomo, 2016).

QRIS Benefits

QRIS is a QR Code standardization that is very useful and useful for making payments more practical. The benefits of using QRIS are for various parties such as for Application Users, including: (a) Fast and up-to-date; (b) No need to bother carrying cash; (c) Only one QR Code; (d) Protected and licensed and supervised by Bank Indonesia. For Merchants, among others: (1) Sales have the potential to increase because they can accept all payments based on QR Code (2) More practical with only one QR Code; (3) Avoid counterfeit money; (4) Transactions are recorded automatically at any time; (5) Contemporary; (6) Separate money for business and personal; (7) No need to provide change; (8) Transactions are recorded automatically and can be viewed every day; (9) Potential to reduce fraud from cash transactions (Pangestu, 2022).

There are obstacles where symptoms or obstacles and difficulties become obstacles to achieving a desire. In this case, the obstacles that will be studied are the obstacles that occur in the implementation of QRIS for MSMEs. Constraints in the implementation of QRIS are several obstacles that hinder the process of using QRIS both from internal factors such as lack of understanding of the performance process of this payment channel, and external factors such as internet network conditions, transaction fee burdens, transaction limit limits.

Perception and Decision Using Electronic Money

Various factors that can affect the success of MSMEs are generally influenced by internal factors and external factors, the success of MSMEs is influenced by internal factors (HR, finance, production and operations, markets and marketing) and external factors (government policies, social, cultural and economic, as well as the role of related institutions). Research conducted by (Yuliningsih, 2021); (Setiawan & Mahyuni, 2020) states that internal and external factors influence in creating business success. Internal factors include lack of knowledge about innovations that can accelerate production (Yuliningsih, 2021).

From the results of the analysis conducted from previous research, it was found that there were 5 aspects that influence the use of electronic money. The 5 aspects are First, the socio-cultural aspect has a high level of influence in influencing the millennial generation to use electronic money. With a new payment culture that exists in an individual group, all members in the group participate in the new payment culture. Second, from the aspect of convenience that exists in electronic money, the level of convenience provided by electronic money must provide an advantage for someone in using electronic money so that the perceived convenience can affect someone in using electronic money as a payment mechanism that that person will choose.

Third, from the security aspect as the main point in online payments. The higher the level of security in online payments, the more effective it is to use and provide strong confidence for users so as to provide long-term comfort. The provision of security in online payments is the main reason for users to transact and of course will increase the number of online financial services and transactions as well as increase the market share of online financial transactions.

Fourth, from the aspect of benefits, it has a high level of influence, that if the benefits of an electronic money product have a positive influence, it can be said that the

number of uses of electronic money will be higher. The positive benefits that exist in electronic money is an aspect that can influence someone to use electronic money as the payment mechanism they use. For example, the benefits provided by electronic money are that you ³ don't have to bother carrying cash anymore and thinking about change, then this benefit is felt by someone who gives them a distinct advantage. So with this positive tone of benefit, one need not hesitate anymore in using electronic money as the payment mechanism they use and the number of electronic money users will increase.

Fifth, from the risk aspect, it has a low level of influence in influencing the millennial generation to use electronic money as a payment mechanism. The risk has a low level of influence because the risk that exists when someone uses electronic money is still quite high, such as a fraud mode. So that this high risk affects ⁶ a person's decision to use electronic money as their payment mechanism. The high risk aspect causes the electronic money provider to increase the security of the electronic money product, so it is hoped that electronic money users will no longer worry about risks when using electronic money (Wijaya & Mulyandi, 2021).

Consumer behavior is a study that describes the involvement process that starts from individuals or groups being able to choose, use, or manage products, ¹⁵ services, ideas or experiences to satisfy the needs and desires of consumers. Consumer behavior becomes a direct activity both ¹⁶ in obtaining, consuming and spending products or services, including the decision-making process that includes these actions. (Evienia et al., 2019).

Perceptions of ease of use, perceptions of costs and the amount of information available regarding digital payments have an important effect on customer intentions to use digital payments. However, perceived benefits, perceived credibility, expression and also self-efficacy are not able to predict customer intentions in accepting digital payments (Subarno, 2021). In their research show that trust, relative advantage and ability in the trial process greatly affect ²⁴ users of payment facilities through internet banking. This study uses a combination of Technology Acceptance Model (TAM) and Theory of Planned.

METHODOLOGY

¹¹ The data used in this study used primary and secondary data. Secondary data comes from the results of publications on QRIS and MSMEs related to the deepening of this research material. Meanwhile, primary data was obtained from interviews and surveys on the behavior of SMEs in Medan City in the culinary business sector. Interviews were conducted personally between the researcher and the respondent who

had previously prepared an interview plan, the questions asked about the focus on the research problem. Namely focusing on the preferences and perceptions of MSME actors on QRIS products and services. Furthermore, the data and information obtained from the respondents were analyzed. The analysis begins by identifying internal and external factors from the perception of MSME actors using QRIS.

ANALYSIS AND DISSCUSSION OF RESULTS

Preferences are various choices that are limited by budget constraints/constraints. The concept of preference relates to the ability of consumers to prioritize choices in order to make decisions. There are two attitudes related to people's preferences, namely preferring and or equally being liked. In addition, people's preferences for a product are not only due to the perceived use value of the product, but also because of the characteristics or attributes inherent in the product (Amaliah, 2013).

Preferences also form a behavior that is more directed at the attitude or response of a product. There are four approaches to explain preferences, namely (a) Ordinal Approach; (b) Cardinal Approach; (c) Attribute Approach; (d) Real Preference Approach (Shofa et al., 2021).

In this research, the writer uses perception with attribute approach with various components, namely: information system, knowledge, trust and quality. Based on the results of interviews conducted with 60 MSME entrepreneurs in Medan City, it can be concluded that of this study are the tendency of MSME entrepreneurs to prefer cashless transactions instead of QRIS because there are network constraints, lack of consistency in real time when transacting, administrative costs are imposed for MSME entrepreneurs so that they tend to cashless transactions other than QRIS so that MSME entrepreneurs do not prioritize the use of QRIS. Furthermore, from the perception of post-covid-19 era of MSME entrepreneurs that purchasing power is low, however, the use of QRIS has not shown an increase in business income.

Table 2. The level of Preference of MSME Entrepreneurs Towards QRIS

Indicator	Preference Level				
	23 Strongly Agree	Agree	Not Enough	Don't Agree	Strongly Disagree

Information system	215	40	12	4	1
Knowledge	95	60	36	18	5
Trust	190	40	21	6	2
Service Quality	160	68	21	4	2
Total	660	208	90	32	10
Average Score	66%	21%	9%	3%	1%

Source: Respondents' Results and Processed by the Author

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Based on the results from respondents, it shows that the information system indicator is preferred for MSMEs because it can provide speed and convenience when transacting using QRIS. Not only easy access, but also provides accuracy, for example the system that is delivered by QRIS in real time does not wait for tomorrow, but from the results of interviews with respondents it is stated that the QRIS service still needs updating from the real time aspect so that MSME entrepreneurs can quickly obtain balance information and direct notifications. after MSME consumers make payments.

DISCUSSION

The following interview was conducted, namely the first question, does the use of QRIS provide better benefits than before using QRIS? Answer: Using QRIS gives a better impact than before because buyers are now starting to switch to using electronic money instead of cash, by using QRIS only by scanning the barcode, the transaction has been successfully carried out, so the benefits after using QRIS increase than before, for example At a time when the covid number continued to rise last year, consumers preferred to use barcode scanning with QRIS instead of giving cash, and this greatly increased producer profits and also made the transaction process more efficient.

Second, what do MSME entrepreneurs like using QRIS? Answer: By using QRIS everything feels easy, payment only by scanning the barcode makes it very easy for producers, more practical because it does not require other payment systems, avoids counterfeit money because the transaction system does not use physical money directly and it is the easiest to use QRIS is that there is no need to provide change and exchange money to other sellers where it is time consuming and inefficient, using QRIS also transactions will also be automatically recorded so producers don't have to bother re-recording incoming money and outgoing money when the transaction is complete.

1

Third, do you often encounter problems when using QRIS? Answer: When using QRIS there are rarely problems, if there are problems it is usually caused by an unstable internet network, and that happens usually according to internet access in the area, and if the internet network is unstable the transaction cannot be carried out, the transaction will automatically return done manually or in cash.

Fourth, how long does it take for the funds to enter the MSME entrepreneur's account after the transaction process? Answer: Usually the funds will enter the fastest two days and no later than five days after the transaction is processed.

Fifth, is the use of QRIS very helpful when the covid outbreak increases in Indonesia? Answer: The use of QRIS when the covid outbreak increases is very helpful where by transacting using QRIS we still obey the existing health protocols, so many respondents also join in using QRIS when the covid outbreak increases every day.

CONCLUSION

The use of QRIS makes it easier for MSME entrepreneurs and can contribute to increasing their income when using QRIS, but it is necessary to update the QRIS application because there are several obstacles that occur in QRIS services and products, namely there are still those who do not understand how to use QRIS, are constrained by the network, slow the process of disbursing funds in real time/instant, There is a fee for using QRIS that is charged to merchants (merchants), and there are no discount fees or discounts like in other payment applications such as OVO and Gopay.

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