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FINTECH ANALYSIS OF QRIS PAYMENT TRANSACTIONS USING TAM METHOD IN MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) IN BANGLI, BALI

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Abstract
The presence of Financial Technology (Fintech), Quick Response Code Indonesian Standard (QRIS), provides changes to payment transactions that used to be conventional but have now turned digital. With this research, it is intended to find out what influences users use of Fintech services, especially QRIS in Bangli, by applying the original Technology Acceptance Model (TAM) method, which is modified using one external variable. This study uses quantitative methods and uses Partial Least squares (PLS) with the help of Smart-PLS 3.0 software. The results of the Inner Model Q2 Evaluation Test have a value of 84.1%. This shows that the acceptance of QRIS service user interest (Behavior Intention) can be explained by the variables Perceived Risk on Perceived Usefulness, Perceived Ease of Use, and Attitude Toward Using, and there are six hypotheses that are accepted.

I. INTRODUCTION

In Indonesia, there are several types of Fintech services, such as Peer-to-Peer (P2P), Lending and Crowdfunding, Risk Investment Management, Market Aggregators, and Payment, Clearing, and Settlement [1].

The use of Fintech for the type of payment is the most widely used type, amounting to 32%. The second is Fintech Comparison (Comparison of Financial Products), at 17%, and the third is Lending (Financing), at 15%. This indicates that the Fintech type of payment is more widely used by the public. From its use, Fintech is used as a means of electronic payment transactions in the business world, which greatly supports business processes because it can facilitate payment transactions in the business world and speed up other transaction processes safely.

With increased access to technology, digital payments have also developed in the form of digital wallets or e-wallet services, which serve as the successor to electronic money (e-money). Digital wallets make it possible for users to store a certain nominal amount of funds that can be accessed via gadgets. There are several digital wallets that are popular among Indonesians, for example, OVO, GoPay, Dana, Doku, and LinkAja. The practicality of these payments is an advantage of this digital wallet because users feel safe and comfortable making transactions. The payment mechanism is carried out in several simple steps where the transaction is declared successful and proof of the transaction is automatically sent and becomes part of the consumer's history. With this digital wallet, the seller or merchant only needs to provide a QR code, and the seller needs to provide several QR code services on a number of digital wallet applications that are provided to be scanned by each digital wallet application. Whereas the existence of various kinds of QR codes provided by sellers causes consumers to have a hard time scanning QR codes themselves because the terms and conditions of QR codes vary in each application and consumers only need to scan with a QR code [2].

In order to achieve this system, Bank Indonesia established a QR code called QRIS. Quick Response Code Indonesian Standard (QRIS), which is a public QR code standard where QR codes are made to work with computerized payments through server-based electronic cash applications and electronic wallets, is versatile in managing accounts with QR codes issued by Bank Indonesia and the Association of Systems Indonesian Payments on August 17, 2019 and effective January 1, 2020 [3]. The use of QRIS as a payment channel in the MSME sector has become increasingly widespread. Bank Indonesia (BI) noted that as of November 3, 2021, QRIS merchants crossed the 17.2 million mark, which increased from the end of 2020, when there were 13.6 merchants. The majority of QRIS users are MSMEs, as many as 90% [3].

Digital MSMEs can drive economic recovery. However, constraints on financing became one of the obstacles to its progress. With the existence of modern technology, it has helped many MSMEs develop their markets because it is considered more effective in its application, both in terms of marketing and transactions. With the existence of digital technology that is used by MSME actors, digital payments look more modern and transactions are faster, especially payment transactions. One of the digital technologies that can be applied to MSMEs is QRIS, which can facilitate payment transactions.

As of November 5, 2021, the Head of the Bank Indonesia representative office in Bali Province, Trisno Nugroho, noted that more than 363,555 vendors used QRIS in Bali, where vendors using QRIS were dominated by microbusinesses by 54%, then small enterprises by 30%, medium enterprises by 11%, large enterprises by 4.6%, and others by 0.3%, which are then grouped by Regency or City in Bali. The most prominent level of QRIS usage is in Denpasar, at 49%. The second is in Badung, at 28%. The third is in Gianyar, at 8%. Buleleng Regency is in fourth place at 6%, Tabanan is at 4%, Jembrana is at 2%, Klungkung is at 2%, Karangasem is at 2%, and Bangli is only at 1%. Based on the lowest percentage rating, Bangli needs to digitize the use of QRIS in MSME sector, as Mr. Trisno Nugroho said that the number of merchants in Bangli is recorded at around 6,000, so it still needs to be increased [4].

The leaders of Cooperatives and MSMEs in Bangli said in the meeting that there were still obstacles for MSMEs in Bangli working on their exhibitions, which were the special variables for capital inflows, innovation, advertising, and entrepreneurial skills, especially in Bangli. Even though various supports have been provided by the government, in reality, MSMEs in Bangli are still facing problems in maintaining their businesses [5]. Many buyers still use cash when making payment transactions. This is due to the unavailability of QRIS equally among MSMEs as a means of payment.

Previous research conducted by Septi Nur Faizani et al. (2021) regarding "Analysis of the Influence of Technology Readiness on Perceived Usefulness and Perceived Ease of Use on Behavioral Intention from the Quick Response Indonesian Standard (QRIS) for Digital Payments" proved that perceptions of ease and benefit have a significant effect on the interest of QRIS users in the future [6].

Subsequent research conducted by I Wayan Eka Arimbawa, AA's wife Ita Paramitha, and Ni Made Estiyanti used the TAM method. This research was conducted to obtain the results of the factors that influence a person's interest in using the Link-Aja e-wallet, especially in Denpasar area, using the TAM (Technology Acceptance Model) model. This study uses three main variables from TAM and four additional variables from previous research results. The data obtained were analyzed using the Partial Least Squares (PLS) method and smart-PLS software. The results of the tests performed show that the hypothesis is accepted. Then there are also the results of the hypothesis being rejected with a positive but not significant effect on the interest in using the Link-Aja e-wallet and cultural variables on perceived usefulness variables [7].

Research was conducted by Ni Putu Ratih Parwati, Sephy Lavianto, and Linda Yupita on fintech services, especially Danamas in Denpasar, by applying the original Technology Acceptance Model (TAM) method, which was modified using one external variable. This study uses quantitative methods and data analysis methods using Partial Least Squares (PLS) with the help of Smart-PLS 3.0 software. The sampling technique in this study used two techniques: purposive sampling and area sampling. The test results showed that of the ten hypotheses tested directly and indirectly, seven were accepted and three were rejected. [8].

II. THEORETICAL BASIS

A. QR Code

A QR Code is a two-dimensional barcode that can store data. The function of the QR code in the payment method is to connect users with payment transaction services by scanning the QR code using a smartphone camera that is connected to the user's account [9].

B. Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (UMKM) are businesses that are strengthened by public authorities because more and more individuals are doing business, increasing the economy somewhere, and because environmental assets, the nearest workforce, and funds are very helpful. MSMEs have an important role and strategy both domestically, regionally, and nationally. This is because MSMEs are able to contribute to the development and growth of the country's economy [10].

C. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) or technology acceptance model is a theory that explains a person's level of acceptance of the use of technology. There are several types of the original TAM model construct: Perceived Usefulness, Perceived Ease of Use, Attitude toward Using, and Actual System Use.

D. Partial Least Square (PLS)

Partial Least Square (PLS) is a variation-based Structural Equation Modeling (SEM) that moves in a meaningful direction to test predictive relationships between constructs by seeing whether or not there is a relationship between the constructs. There are two sub-models of the PLS-SEM investigation: the outer model and the inner model. The outer model is a model that shows the relationship between indicator variables and latent variables. Meanwhile, the inner model is a model that shows the relationship between latent variables [11].

III. RESEARCH METHODS

This research method uses quantitative methods, which include survey methods and experimental methods. The survey method was carried out by carrying out data collection techniques by observation (questionnaire) [12].

Methods of data collection using questionnaires, and this research uses primary data obtained directly from related parties through questionnaires. The number of samples taken was 75, which were taken using the Snowball Sampling technique. Respondents from this study are MSME actors in Bangli who use QRIS.

E. Data analysis method

This study uses the PLS-based SEM method to analyze the data. Partial Least Square (PLS) analysis can test the measurement model as well as the structural model in four stages. [11]

1. Inner Model (Structural Model Design)

At this stage, the authors describe the relationship between predetermined latent variables. The basis of this Inner Model is a predetermined research hypothesis.

2. Outer Model (Measurement Model Design)

At this stage, the authors identify the indicator variables that have a relationship with the latent variables. The basis of this Outer Model lies in the indicators between predetermined latent variables.

3. Model Evaluation

a. Evaluation of the Outer Model is assessed by three criteria: convergent validity, discriminant validity, and composite reliability.

Convergent validity is assessed based on the item score (loading factor), which is directly calculated by PLS [11]. The loading factor is the value that is owned by each indicator. It is expected that the loading factor value will be > 0.7. This aims to ensure that the measurement of the latent variable can be said to be valid. In this study, latent variables can be said to be reliable if the composite validity is > 0.7 [11].

b. Evaluation of the Inner Model

Assessment of the inner model starts with the value of R2 (R-square) for each endogenous latent variable. The value of R2 (R-square), the condition for which is the closer to 1, the better. In addition to R Square, an evaluation of predictive prevalence is also carried out through the Stone-Geyser Q Square test with the formula:

Q2=1-(1-R21) (1-R22) (1-R2n.......)

If the Q2 value is above zero, it means that the model created has predictive ability. However, if a Q2 value below zero is obtained, it means that the model created has no predictive ability.

4. Hypothesis Test

This study tested the hypothesis by looking at the causal relationship between latent variables and, if it was significant, the relationship between other endogenous latent variables. The method used is the statistical bootstrap T test, which is directly processed by the PLS. If you get the results of t-statistics > t-table (1.96), then the hypothesis is accepted. If the results of the t-statistic < t-table (1.96), then the hypothesis is rejected.

F. Research Flow

Figure 1 shows the flow of this research.

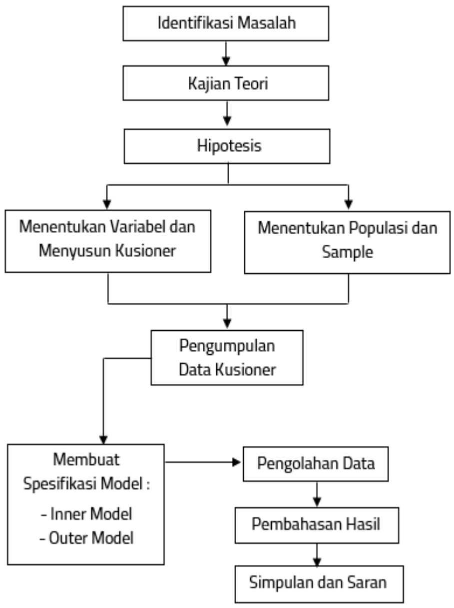

Figure 1. Research Flow

IV. RESULTS AND DISCUSSION

A. Respondent Demographics

Respondent demographics in this study are presented in Table 4.6, with the aim of providing a general description of the summary of the distribution of data obtained from the field. The data distribution was obtained by researchers conducting a survey of 75 respondents from MSME actors in Bangli.

Table 1. Respondent Demographics

		Gender
Male	45	60%
Female	30	40%
		Long Establishment of Business
1 year > 3 years	34	45,3%
3 years > 7 years	15	20%
7 years > 10 years	20	26,6%
> 10 years	6	8,1%
		Long Time Using QRIS
< 3 months	3	4%
3 months > 6 months	29	38,6%
6 months > 1 year	32	42,6%
> 1 year	11	14,8%

The demographic summary of the respondents above shows that there are 60% males and 40% females. The majority of respondents to this study were SMEs that had been established for 1-3 years, as many as 45.3% in Bangli, Bali. The demographics of the respondents also show that the majority of MSMEs have used QRIS in their businesses for 6 months to 1 year.

B. Instrument Preliminary Test

This preliminary test was carried out by distributing questionnaires online (via Google Form) and offline to 30 respondents who were a sample of the study population. The use of 30 respondents in the preliminary test of the instrument was adjusted to meet the minimum data requirements for testing on the SmartPLS software. The research sample in the preliminary test is also used to test the validity and reliability of the instrument using SmartPLS 3.0 software. The preliminary test in question is testing the validity and reliability of the research instrument.

1. Validity test

Validity testing is carried out to determine whether a questionnaire is valid or not for each variable, which can be seen in Table 2.

Table 2. Validity Test Results

Variable	Indicator	Correlation	AVE	Information
	X1.1	0.823	0.654	valid
Perceived	X1.2	0.745	0.654	valid
Risk	X1.3	0.854	0.654	valid
Perceived	Y1.1	0.848	0.738	valid
Usefulness	Y1.2	0.900	0.738	valid
	Y1.3	0.827	0.738	valid
Perceived	Y2.1	0.808	0.723	valid
Ease of Use	Y2.2	0.874	0.723	valid
	Y2.3	0.868	0.723	valid
Attitude	Y3.1	0.736	0.677	valid
toward	Y3.2	0.872	0.677	valid
Using	Y3.3	0.854	0.677	valid
Behavior	Y4.1	0.964	0.845	valid
Intention	Y4.2	0.897	0.845	valid
	Y4.3	0.895	0.845	valid

Based on Table 2, the way to find out whether the questionnaire items are valid or not can be known by doing a comparison of outer loading and Average Variance Extracted (AVE). The value of outer loading in table 4.7 has a value > 0.7. The rejection attitude indicator (Y3.1) has the smallest correlation value, 0.736. The intention to use indicator (Y4.1) has a higher correlation value, 0.964. And all of them have an AVE value > 0.5. This indicates that the instrument in this study has been declared valid.

2. Reliability Test

Reliability testing was carried out to show whether the questionnaire can be trusted to disclose information in the field, so that the questionnaire is reliable even though the research was carried out repeatedly with the same questionnaire. The results of reliability testing in this study can be displayed in the following table:

Table 3. Reliability Test Results

Variable	*Cronbach's Alpha*	N of Items	Information
Perceived Risk	0.734	3	reliable
Perceived Usefulness	0.822	3	reliable
Perceived Ease of Use	0.808	3	reliable
Attitude Toward Using	0.766	3	reliable
Behavior Intention	0.908	3	reliable

Table 3 shows that all Cronbach's Alpha coefficient values in all variables have values above 0.600 (Cronbach's Alpha > 0.600), with the smallest range of 0.734 and the largest of 0.908. That is, all research instrument questionnaires are "reliable" for measuring the variables. Based on the results of validity and reliability testing, it can be stated that all research instrument items are sufficient to be used as a data collection tool.

C. Descriptive statistics

Descriptive statistics aim to provide an overview of the variables studied regarding sample size, such as the average, standard deviation, minimum score, and maximum score. If the standard deviation value is greater than the average value, then the data on this variable is increasingly spread out from the average value, so it can be interpreted that the data is heterogeneous. Meanwhile, if the standard deviation value is < the average value, then the data on these variables is increasingly gathering at the average value, so it can be interpreted that the data is homogeneous. The minimum score is the smallest scale of the questionnaire based on the contents of all respondents. The maximum score is the largest score from the questionnaire based on the contents of all respondents [13]. The following is a table of descriptive statistics from the data that has been obtained.

Table 4. Descriptive Statistics Results

		Average	Standard Deviation	Min	Max	N (Amount)
	X1.1	3,97	0,711	2	5	75
X1	X1.2	3,93	0,680	2	5	75
	X1.3	3,88	0,610	3	5	75
	Y1.1	4,00	0,673	3	5	75
Y1	Y1.2	3,86	0,699	2	5	75
	Y1.3	3,84	0,784	2	5	75
	Y2.1	3,58	0,695	2	5	75
Y2	Y2.2	3,89	0,644	3	5	75
	Y2.3	3,66	0,736	2	5	75
	Y3.1	3,74	0,675	2	5	75
Y3	Y3.2	3,69	0,692	2	5	75
	Y3.3	3,69	0,653	2	5	75
	Y4.1	3,57	0,677	2	5	75
Y4	Y4.2	3,57	0,769	2	5	75
	Y4.3	3,70	0,649	2	5	75

Explanation from Table 4, Results of Descriptive Statistics:

a. Perceived Risk Variable (X1)

The standard deviation value for each indicator in this variable has a smaller value than the average. This shows that the perceived risk variable is homogeneous, and the average value of this variable can be used as a good representation of the entire data.

b. Perceived Usefulness Variable (Y1)

The standard deviation value for each indicator in this variable has a smaller value than the average. This shows that the perceived usefulness variable is homogeneous, and the average value of this variable can be used as a good representation of the entire data.

c. Perceived Ease of Use Variable (Y2)

The standard deviation value for each indicator in this variable has a smaller value than the average. This shows that the variable perceived ease of use is homogeneous, and the average value of this variable can be used as a good representation of the entire data.

d. Attitude toward Using Variable (Y3)

The standard deviation value for each indicator in this variable has a smaller value than the average. This shows that the attitude toward using variables is homogeneous, and the average value of this variable can be used as a good representation of the entire data.

e. Behavior Intention Variable (Y4)

The standard deviation value for each indicator in this variable has a smaller value than the average. This shows that the behavior intention variable is homogeneous, and the average value of this variable can be used as a good representation of the entire data.

D. Results of Data Processing

Research data processing is carried out when all the data has been collected with the aim of knowing the results of the research conducted. The data processing carried out in this study went through three stages based on the research framework. The three stages include: estimation of the model or design of the inner model and outer model; evaluation of the inner model and outer model; and testing of research hypotheses using bootstrapping.

1. Inner Model Design

The design of the inner model is described through the relationship between latent variables based on the research hypothesis. The design of the inner model using SmartPLS 3.0 is presented in Figure 2.

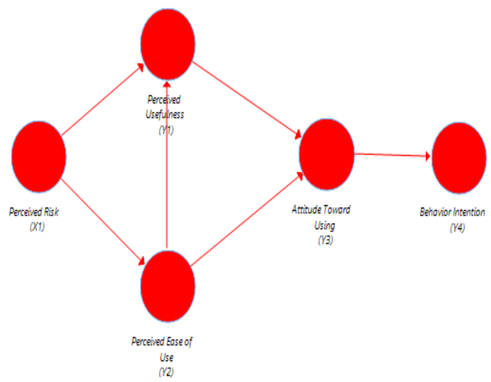

Figure 2. Inner Model Design

2. Outer Model Design

The design of the outer model is described through the relationship that flows from the latent variables to the observed variables (indicators), so it can be said that the observed variables (indicators) used in this study are reflective. The design of the outer model in this study can be seen in Figure 4.3.

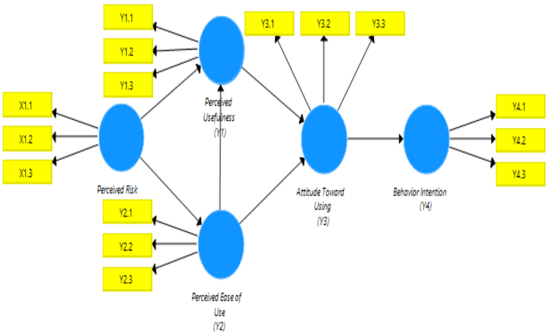

Figure 3. Outer Model Design

3. Model Evaluation

Before testing the hypothesis, it is necessary to evaluate the measurement model first to verify the observed variables (indicators) and latent variables that can be tested at the next stage. Model evaluation can be done using smartPLS 3.0 by testing the outer and inner models.

3.1 Outer Model Evaluation

The outer model tests the observed variables (indicators) on latent variables to measure how important these indicators are in measuring their latent variables. The criteria for measuring the outer model in this study use convergent validity, discriminant validity, and composite reliability.

a) Convergent Validity is assessed based on the loading factor (indicator value), which is directly calculated with the PLS Algorithm in the SmartPLS 3.0 software. An indicator must be eliminated from the measurement model when the loading factor value is < 0.6. The following results of the loading factor are obtained:

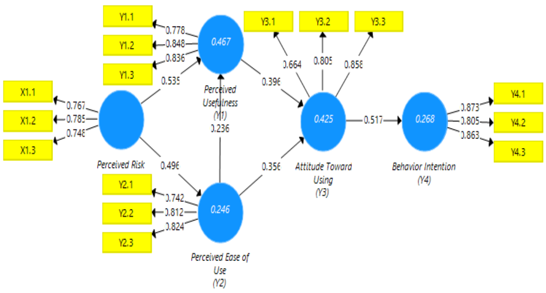

Figure 4. First Model Loading Factors Value

Figure 4 shows that not all indicators that measure each latent variable have a loading factor value above 0.6. The Attitude toward Using indicator (Y3.1), which measures the Attitude Toward Using latent variable, must be eliminated from the model because it has a value of 0.664. After elimination, the model must be executed again to ensure that all the values of the indicators are above 0.6 and obtain a new loading factor value.

Figure 5 shows that there are no indicators in the model that have a loading factor value below 0.6, so that all indicators in the model can be said to be able to measure their respective latent variables.

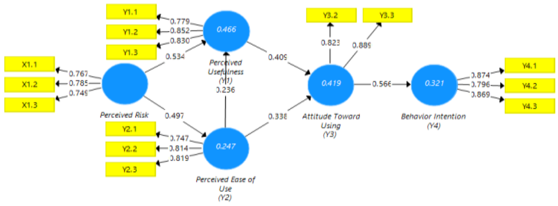

Figure 5. Second Model of Loading Factors Value

The output loading factor from the second model PLS Algorithm calculation can be seen in Table 5.

Table 5. Output Loading Factors

	X1	Y1	Y2	Y3	Y4
X1.1	0.767				
X1.2	0.785				
X1.3	0.749				
Y1.1		0.779			
Y1.2		0.852			
Y1.3		0.830			
Y2.1			0.747		
Y2.2			0.814		
Y2.3			0.819		
Y3.2				0.823	
Y3.3				0.889	
Y4.1					0.874
Y4.2					0.796
Y4.3					0.869

b). Discriminant Validity is assessed based on cross-loading (the correlation between indicators and their latent variables). The cross-loading output from the PLS Algorithm calculation can be seen in Table 6.

Table 6. Output Cross-Loading Value

	X1	Y1	Y2	Y3	Y4
X1.1	0.767	0.411	0.322	0.389	0.349
X1.2	0.785	0.614	0.411	0.439	0.305
X1.3	0.749	0.437	0.398	0.334	0.328
Y1.1	0.492	0.779	0.261	0.535	0.436
Y1.2	0.537	0.852	0.491	0.499	0.421
Y1.3	0.575	0.830	0.474	0.389	0.228
Y2.1	0.454	0.402	0.747	0.297	0.324
Y2.2	0.321	0.381	0.814	0.471	0.314

Y2.3	0.409	0.411	0.819	0.510	0.369
Y3.2	0.321	0.388	0.468	0.823	0.432
Y3.3	0.532	0.584	0.464	0.889	0.531
Y4.1	0.397	0.414	0.439	0.559	0.874
Y4.2	0.287	0.383	0.323	0.345	0.796
Y4.3	0.372	0.329	0.302	0.494	0.869

Table 6 shows that the correlation of each indicator with its latent variable is higher than with other latent variables. This illustrates that latent variables predict indicators in their own block better than indicators in other blocks. The cross-loading value is > 0.7.

c). Composite Reliability is an indicator block that measures its latent variables. The composite reliability output from the PLS Algorithm calculation can be seen in Table 7.

Table 7. Composite Reliability Output Results

	Composite Reliability
X1	0,811
Y1	0,861
Y2	0,836
Y3	0,846
Y4	0,884

Based on the results of the Composite Reliability calculations presented in Table 7, it is stated that all latent variables have a Composite Reliability value of > 0.7. This indicates that all latent variables can be said to be reliable; there is stability and internal consistency in good indicators.

3.2 Evaluation of the Inner Model

The Inner Model tests between latent variables and other latent variables. Evaluation of the inner model is done by looking at the value of R2 (R Square), a way to assess how much endogenous latent variables can be explained by exogenous latent variables.

Table 8. R-Square Value Output

	R-Square	Information
Y1	0,466	Moderate
Y2	0,247	Low
Y3	0,419	Moderate
Y4	0,321	Moderate

The results of calculating R-Square through the PLS Algorithm include:

a) The R-square value for the endogenous variable of Perceived Usefulness (Y1) in the model is 0.466. This shows that perceived risk (X1) and perceived ease of use (Y2) in the model can only explain the variable perceived usefulness (Y1) of 46.6%, and the remaining 53.4% is explained by other variables outside the model.
The R-square value for the endogenous variable of Perceived Ease of Use (Y2) in the model is 0.247. This shows that the perceived risk (X1) in the model can only explain the variable perceived ease of use (Y2) of 24.7%, and the remaining 75.3% is explained by other variables outside the model.

b) The R-square value for the endogenous variable of Attitude toward Using (Y3) in the model is 0.419. This shows that perceived risk (X1) through perceived usefulness (Y1) and perceived ease of use (Y2) in the model can only explain the attitude toward using (Y3) variable of 41.9%, and the remaining 58.1% is explained by other variables outside the model.

c) The R-Square value for the endogenous variable of Behavior Intention (Y4) in the model is 0.321. This shows that the attitude toward using (Y3) in the model can only explain the Behavior Intention (Y4) variable of 32.1%, and the remaining 67.9% is explained by other variables outside the model.

Based on the R-Square value in Table 8, it can be calculated that Q2 (Stone-Geyser Q-Square test):

$Q^2 = 1 - [(1-R^2{}_1)\ (1-R^2{}_2)\ (1-R^2{}_3)\ (1-R^2{}_4)]$
$Q^2 = 1 - [(1-0{,}466)\ (1-0{,}247)\ (1-0{,}419)\ (1-0{,}321)]$
$Q^2 = 0{,}841$

The Q2 value obtained was 0.841. This means that 84.1% of the variables of QRIS service acceptance based on user interest (Behavior Intention) in Bangli can be explained by the variables Perceived Risk of Perceived Usefulness, Perceived Ease of Use, and Attitude toward Using, while the remaining 15.9% are explained by other variables outside the research.

E. Hypothesis test

A hypothesis test is carried out between exogenous latent variables on endogenous latent variables and endogenous variables on other endogenous variables. The method used is bootstrap, which is directly processed by smartPLS 3.0. The bootstrap method can see the results of the path coefficient and the T test statistic. The path coefficient can show whether the relationship between variables has a positive or negative influence, where if the value range is -1 to 0, then it has a negative effect, and if the value range is 0 to 1, then it has a positive effect. Meanwhile, the T-test statistics can show whether the hypothesis can be accepted or rejected; if the t-statistic value > t-table (1.96), then the hypothesis is accepted, and vice versa. The following output from bootstrapping with path coefficient and T-test statistics is presented in Table 9.

Table 9. Output of Bootstrap Results

	Original Sample	Standard Deviation	T-Statistic	Status
Perceived Risk (X1) > Perceived Usefulness (Y1)	0,534	0,087	6,110	Accepted
Perceived Risk (X1) > Perceived Ease of Use (Y2)	0.497	0,119	4,171	Accepted
Perceived Usefulness (Y1) > Attitude toward Using (Y3)	0,409	0,098	4,180	Accepted
Perceived Ease of Use (Y2) > Perceived Usefulness (Y1)	0,236	0,111	2,130	Accepted
Perceived Ease of Use (Y2) > Attitude toward Using (Y3)	0,338	0,106	3.182	Accepted
Attitude toward Using (Y3) > Behavior Intention (Y4)	0,566	0,093	6,112	Accepted

Based on the bootstrapping results in Table 9, the statistical relationship between variables is:

1. The relationship between the variables Perceived Risk (X1) and Perceived Usefulness (Y1) shows a positive effect with an original sample value of 0.534. The two variables also show a significant effect, with a t-statistic value of 6.110. This means that H1 is **accepted**.
2. The relationship between the variables Perceived Risk (X1) and Perceived Ease of Use (Y2) shows a positive effect, with an original sample value of 0.497. The two variables also show a significant effect, with a t-statistic value of 4.171. This means that H2 is **accepted**.
3. The relationship between Perceived Usefulness (Y1) and Attitude toward Using (Y3) shows a positive effect with an original sample value of 0.409. The two variables also show a significant effect, with a t-statistic value of 4.180. This means that H3 is **accepted**.
4. The relationship between Perceived Ease of Use (Y2) and Perceived Usefulness (Y1) shows a positive effect with an original sample value of 0.236. The two variables also show a significant effect, with a t-statistic value of 2.130. This means that H4 is **accepted**.
5. The relationship between Perceived Ease of Use (Y2) and Attitude toward Using (Y3) shows a positive effect with an original sample value of 0.338. The two variables also show a significant effect, with a t-statistic value of 3.182. This means that H5 is **accepted**.
6. The relationship between Attitude toward Using (Y3) and Behavior Intention (Y4) shows a positive effect with an original sample value of 0.566. The two variables also show a significant effect, with a t-statistic value of 6.112. This means that H6 is **accepted**.

F. Research Results of Model Repression

Based on the results of model evaluation and hypothesis testing that have been done, one indicator is obtained that cannot measure the variable. The discussion of the model from the research that has been carried out based on the repression of the model according to Figure 4.6 is:

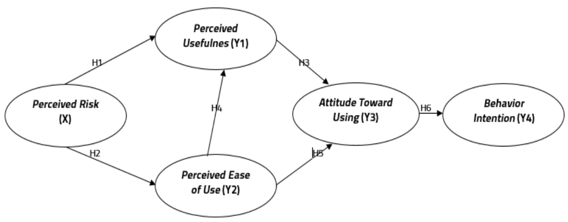

Figure 6. Repression Model of Research Results

Discussion of the model of research results:

1. Hypothesis 1 is **accepted**. Perceived Risk variable influences Perceived Usefulness of the interest in using Fintech QRIS. The existence of a significant relationship between the two variables indicates that the perceived risk of Fintech QRIS affects the perceptions of MSME actors regarding the benefits of Fintech QRIS for their businesses.

2. Hypothesis 2 is **accepted**. Perceived Risk variable influences Perceived Ease of Use and the intention to use Fintech QRIS. The existence of a significant relationship between the two variables indicates that perceived risk from Fintech QRIS affects the perceptions of MSME actors regarding the convenience offered by Fintech QRIS for their business.

3. Hypothesis 3 is **accepted**. Perceived Usefulness variable influences Attitudes toward Using Fintech QRIS. The existence of a significant relationship between the two variables indicates that MSME actors accept or reject the use of QRIS Fintech based on the usability and attitude of use offered by QRIS Fintech for their business.

4. Hypothesis 4 is **accepted**. Perceived Ease of Use variable has a positive effect on Perceived Usefulness and interest in using QRIS Fintech. The existence of a significant relationship between the two variables indicates that the Perceived Ease of Use by MSMEs of Fintech QRIS can influence the perceived benefits of Fintech QRIS itself.

5. Hypothesis 5 is **accepted**. Perceived Ease of Use variable has a positive effect on Attitude toward Using of the intention to use Fintech QRIS. The existence of a significant relationship between the two variables indicates that MSME actors accepts or reject the use of QRIS Fintech based on the convenience offered by QRIS Fintech for their business.

6. Hypothesis 6 is **accepted**. Attitude toward Using variable has a positive effect on behavior intention and interest in using QRIS Fintech. The existence of a significant relationship between the two variables indicates that attitudes towards the use of Fintech QRIS by MSME actors can automatically influence interest in using Fintech QRIS in their business activities.

V. CONCLUSION

Based on the results of model analysis and research data processing that have been carried out, it can be concluded that the results of the model analysis in this study are acceptable because they have shown test results that meet the requirements so that the proposed model can be used as one of the models to test user acceptance of QRIS fintech services or other fintech services. This indicates that the results of the study as a whole show that there is a relevant relationship with the Technology Acceptance Model (TAM) theory, so that TAM theory is feasible to reuse in further research. The results of data processing using SmartPLS 3.0 software show that there are six accepted hypotheses. The level of user acceptance of QRIS fintech is influenced by several factors, where the higher the perceived risk perception, the higher the user's perception of usability and convenience.

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