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The Influence of QRIS Payment Customer Satisfaction Towards Customer Loyalty And Continuity

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Abstract

The official standardized payment system in Indonesia, Quick Response Indonesian Standard (QRIS), was introduced on August 17, 2019. QRIS is anticipated to facilitate QR payment systems, which allow for scanning a single QR code from various digital payment services as long as they are registered with QRIS. The researcher conducted exploratory research to better grasp the consumer perspective on utilizing QRIS due to the increased usage of QRIS over time. It has been discovered that employing QRIS still has its limitations. With that, a more thorough investigation is conducted into the relationship between customer pleasure and loyalty. Perceived Usefulness, Perceived Flow, Satisfaction, Customer Loyalty, and Adoption Continuity are the variables put to the test. The Generation Z population in Indonesia actively utilizing QRIS in the Bandung and Jabodetabek region serves as the study's sample. Data from 205 samples, categorized as Generation Z, were collected and subjected to descriptive and PLS-SEM analyses. According to the study, perceived usefulness and flow favourably affect satisfaction. Also favourably affecting perceived flow is perceived usefulness. Adoption Continuity is positively impacted by satisfaction and perceived utility. Customer loyalty and adoption continuity both benefit from satisfaction. The results of this study are anticipated to have implications for future research as a valuable point of reference for researchers developing new research studies in the field of marketing, as well as for business owners who already offer or will offer QRIS as a payment method to ensure a smooth payment flow for their customers.

Keywords: Customer Satisfaction; Customer Loyalty; Continuity; QRIS.

A. INTRODUCTION

Many business sectors in Indonesia are shifting their company operations toward technology-based services or products, mainly financial services, due to the country's rapid rise in digitization. Users can now acquire digitally using mobile devices because of the deployment of technology-based services in the banking sector (Kemp, 2021). This digital payment method was initially governed by Bank Indonesia, the country's central bank, as a project known as Gerakan Nasional Non-Tunai (GNNT), which was introduced on August 14th, 2014. It was anticipated that GNNT would convert Indonesia's cash-based payment system to an electronic one. Additionally, it is made to reduce payment issues, including lousy money, math mistakes, and human errors (bi.go.id, 2014).

The application of GNNT can be observed in the numerous new firms that have appeared since the program's inception. The use of e-wallets was growing among Indonesians. An online service known as an "e-wallet" or "electronic wallet" maintains users' online payment information in a single cloud (bi.go.id, 2009). Users of an e-wallet can save money in their accounts and make payments by simply opening the app and scanning a Quick Response (QR) barcode, which is a barcode shaped like a black square (kemenperin.go.id, n.d), following the purchase amount (Kang, 2018). In Indonesia, several programs, including Gopay, OVO, ShopeePay, and Dana, offer e-wallets. However, the original QR payment implementation was not as it is now.

Each application initially has a unique allocated QR code. Customers cannot guarantee that a merchant will supply their chosen e-wallet QR code, so they must install and have balances in many e-wallet programs to purchase from a merchant. To settle a purchase from their clients, the merchant must

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offer various QR codes for various e-wallets. Due to the mismatched payment method, this would be a pain for both merchants and customers. (Tenggino and Mauritius, 2021). The government then comes up with a different solution due to the inconvenience of this QR payment system. The official standardized payment system for Indonesia, Quick Response Indonesian Standard (QRIS), was introduced on August 17th, 2019, by the central bank, Bank Indonesia, and Asosiasi Sistem Pembayaran Indonesia (ASPI). Each merchant using QRIS must give one QR code linked to one bank account. Customers can use any of their favourite e-wallet or e-banking systems to scan a single QR code if those systems are linked to QRIS. Merchants connected to QRIS must only display one QR code instead of many at once. (qris.id, n.d).

The researcher decided to perform a preliminary study to understand better why more people are using QRIS as their preferred payment option due to the growing number of QRIS customers. A survey of Generation Z residents in the Jabodetabek and Bandung regions was undertaken. Generation Z, born between 1997 and 2012, was chosen as the sample since it makes up the majority of the population in Indonesia. In 2021, Badan Pusat Statistik identified 11.886.058 Indonesians as members of Generation Z, representing 27.94% of the country's total population (data Indonesia, 2022). According to the survey results, respondents use QRIS to make purchases, which means they already practice going cashless daily. Respondents' responses that QRIS is simple to use are consistent with Generation Z's high awareness of digitalization. Although respondents may rely heavily on the QRIS payment method, there are still several restrictions on how QRIS functions because it depends entirely on technology (signals and mobile devices). The QRIS's users' level of satisfaction has not been examined as thoroughly. Research on the perceived value, perceived flow, and satisfaction with loyalty and consistency of QRIS usage are thus interesting. As a result, a study on QRIS customer satisfaction will be carried out to obtain deeper analysis and recommendations regarding QRIS's loyalty and ability to continue serving as Indonesia's standardized payment system.

B. RESEARCH METHOD

For this study, a quantitative method was applied; it is an approach of research methodology that explores numerical data and obtains data in numerical or quantitative form. Researchers can gain statistical analysis from data using a quantitative technique (Coghlan & Brydon-Miller, 2014). This study's quantitative method aims to collect data to examine the correlation between the variables under the study. This study aims to collect data from QRIS users residing in the Jabodetabek and Bandung regions for use as sources of information. The Generation Z respondents will be individuals born between 1995 and 2010 and categorized as Generation Z (Lev, 2021). The 200 respondents in Malhotra's 2010 study are the target respondents. PLS-SEM will be used to process and analyze survey responses. A data analysis technique called PLS-SEM can evaluate the relationship between variables to provide solutions to issues and questions. It provides solutions and investigates how latent and observable variables interact (Jr, 2021). According to Wong (2013), PLS-SEM is appropriate for analyzing a research's exploratory model.

Six hypotheses have been constructed on this research:

H1: Perceived Usefulness Influences Adoption Continuity
H2: Perceived Usefulness Influences Customer Satisfaction
H3: Perceived Usefulness Influences Perceived Flow
H4: Perceived Flow Influences Customer Satisfaction
H5: Satisfaction Influences Adoption Continuity
H6: Satisfaction Influences Customer Satisfaction

C. RESULTS AND ANALYSIS

By analyzing the T-statistics of the inner model path coefficient, hypothesis testing will be done. The value is acceptable if the T-statistics are more than 1.96. These are the results of the hypothesis testing.

Table 1. Hypothesis Testing

Hypothesis	T statistics	P value
H1	6,976	0,000
H2	6,025	0,000
H3	14,010	0,000
H4	10,237	0,000
H5	6,510	0,000
H6	28,700	0,000

Source: processed data, 2023

The mediating variable, according to Piaw (2023), is a variable that connects the independent and dependent variables while also having an indirect influence on both of them. According to Jogiyanto and Abdillah (2009), three procedures must be taken to complete the mediation test and produce the mediating effect. 1. Analyze how independent and dependent variables interact. The P-Value or T-Statical should be more significant than 1.96 or less than 0.05. Therefore, the process can move on to the following stage if the values satisfy the requirements. 2. Analyze how an independent variable affects a mediating variable. The P-Value or T-Statical should be more significant than 1.96 or less than 0.05. Therefore, the process can move on to the following stage if the values satisfy the requirements. 3. Analyze how independent and mediating variables affect the dependent variable.

Test on Satisfaction

Table 2. First Step of Test on Satisfaction

Variable	T value	P value
Perceived Flow on Adoption Continuity	4.397	0.000
Perceived Flow on Customer Loyalty	6.577	0.000
Perceived Usefulness on Adoption Continuity	9.665	0.000
Perceived Usefulness on Customer Loyalty	6.648	0.000

Source: processed data, 2023

Table 3. Second Step of Test on Satisfaction

Variable	T value	P value
Perceived Flow on Satisfaction	10.273	0.000
Perceived Usefulness on Satisfaction	6.354	0.000

Source: processed data, 2023

Table 4. Third Step of Test on Satisfaction

Variable	T value	P value
Perceived Usefulness on Satisfaction	6.462	0.000
Perceived Flow on Satisfaction	10.326	0.000
Satisfaction with Adoption Continuity	19.321	0.000
Satisfaction with Customer Loyalty	28.710	0.000

Source: processed data, 2023

Test on Perceived Flow

Table 5. First Step of Test on Perceived Flow

Variable	T value	P value
Perceived Usefulness on Satisfaction	16.382	0.000

Source: processed data, 2023

Table 6. Second Step of Test on Perceived Flow

Variable	T value	P value
Perceived Usefulness on Perceived Flow	15.483	0.000

Source: processed data, 2023

Table 7. Third Step of Test on Perceived Flow

Variable	T value	P value
Perceived Usefulness on Perceived Flow	26.522	0.000
Perceived Flow on Satisfaction	14.578	0.000

Source: processed data, 2023

Perceived Usefulness Influences Adoption Continuity

The findings showed a significant correlation between people's indication to continue using something and how valuable they believe it to be. The data, including the T-statistics of 6.976 and the P-value of 0.000, offer strong support for this conclusion. The researchers also undergo a mediation test. A T-statistic of 9.665 reflected a substantial effect on the test's outcomes. This implies that the decision to continue using something is greatly influenced by how helpful others think it is. These results are consistent with a study by Sholihah (2023), which discovered that people are more likely to use a QRIS system again in the future when they believe it to be valid. This can be explained by the fact that people are more likely to use something repeatedly in the future if they believe it to be simple to use and to increase productivity.

Perceived Usefulness Influences Customer Satisfaction

When this hypothesis was tested, the T-statistics of 6,025 and the P value of 0.000 were above 1.96 and below 0.05, respectively. Additionally, with a T-statistics value of 6.354, the mediation test result shows a substantial relationship between perceived usefulness and customer happiness. The degree of satisfaction will rise if the technology clients employ simple to use and understand, according to a prior study by Wilson et al. (2021). With that, clients are satisfied with the value they see in utilizing QRIS to transact. As a result, it is believed that perceived usefulness has a favourable impact on customer satisfaction.

Perceived Usefulness Influences Perceived Flow

Perceived usefulness influences perceived flow favourably. It was discovered that the T-statistics of 14.010 and the P value of 0.000 are above 1.96 and below 0.05, respectively. With a T-statistic of 15.483, the mediation test result shows a substantial relationship between perceived usefulness and perceived flow. According to a previous study by Hossain et al. (2018), perceived usefulness affects perceived flow, which lends credence to this. Therefore, the relationship between perceived usefulness and perceived flow is positive.

Perceived flow influences Customer Satisfaction.

Perceived flow positively influences Customer Satisfaction. When this hypothesis was tested, the T-statistics of 10,237 and the P value of 0.000 were above 1.96 and below 0.05, respectively—the mediation test's outcome of 15.578 shows a strong correlation between Satisfaction and Perceived Flow. According to a previous study by Hossain et al. (2018), if the customer's perceived flow is favourable, it will increase their satisfaction. As a result, after finishing their payment, customers feel satisfied due to using QRIS's smooth flow. As a result, it is believed that Perceived Flow has a favourable impact on Customer Satisfaction.

Satisfaction influences Adoption Continuity.

When this hypothesis was tested, the T-statistics of 6,510 and the P value of 0.000 were above 1.96 and below 0.05. The mediation test result on the impact of customer satisfaction on adoption continuity is then presented. Its value of 19.321 denotes a highly significant effect. Prior research by Sholihah (2023) discovered that when customers feel satisfied with utilizing QRIS, they will emerge it into their daily activity supports this. It may be claimed that the level of prior customer satisfaction experienced upon using QRIS significantly impacts those customers' intentions to use QRIS again.

Satisfaction influences Customer Satisfaction.

When this hypothesis was tested, the T-statistics of 28,700 and the P value of 0.000 were above 1.96 and below 0.05—supported by the mediation test result on the relationship between customer loyalty and customer happiness, which has a T-statistic of 28.710 (high degree of significance) effect. This is corroborated by a previous study by Suchánek & Králová (2019), which found that customer loyalty increases when customers feel satisfied. It might be argued that customer satisfaction with QRIS encourages loyalty and customers to continue using QRIS as their preferred payment option. As a result, it is believed that customer satisfaction has a beneficial impact on customer loyalty.

D. CONCLUSION

Since the analysis supported every hypothesis, satisfaction has a beneficial impact on customer satisfaction and continuity. The researcher suggests that future research should concentrate on the customer's trust in QRIS and other aspects that may affect their loyalty and continued use of QRIS. The researcher also recommended researching the new cash withdrawal, transfer, and cash deposit feature introduced by QRIS in August 2023 and consumer acceptability and behaviour regarding the newly added feature. Since this research only includes Generation Z in the Jabodetabek and Bandung area, the second proposal would be to reach larger audience samples.

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