International Journal of Academic Management Science Research (IJAMSR)
ISSN: 2643-900X
Vol. 7 Issue 12, December - 2023, Pages: 127-133

Analysis of Factors that Influence the Use of the Quick Responses Code Indonesian Standard (QRIS) in Surabaya on Behaviour Intention and Consumptive Habit as a Digital Wallet Solution based on Partial Least Square Structural Equation Modeling

Sarah Natasha Putri Lumban Tobing[1], Ardi Kurniawan[2*], Sediono[3], Sa'idah Zahrotul Jannah[4], M. Fariz Fadillah M.[5]

[1]Department of Mathematics, Faculty of Science and Technology, Universitas Airlangga, Surabaya, Indonesia, sarah.natasha.putri-2020@fst.unair.ac.id
[2]Department of Mathematics, Faculty of Science and Technology, Universitas Airlangga, Surabaya, Indonesia, ardi-k@fst.unair.ac.id
[3]Department of Mathematics, Faculty of Science and Technology, Universitas Airlangga, Surabaya, Indonesia sediono101@gmail.com
[4]Department of Mathematics, Faculty of Science and Technology, Universitas Airlangga, Surabaya, Indonesia s.zahrotul.jannah@fst.unair.ac.id
[5]Department of Mathematics, Faculty of Science and Technology, Universitas Airlangga, Surabaya, Indonesia m.fariz.fadillah.m@fst.unair.ac.id

*Corresponding Author : ardi-k@fst.unair.ac.id

Abstract: *The development of technology is running very rapidly along with the development of science and has become something that is inherent in daily life. Financial Technology (FinTech) has emerged as a new option for consumers in conducting payment activities, fund intermediation, money transfers, and investments. This development is expected to shape a new ecosystem known as a cashless society. Bank Indonesia (BI) has introduced the Quick Response Code Indonesian Standard (QRIS), designed to integrate various digital payment methods through electronic money applications or mobile banking. The aim of this research is to understand the factors influencing QRIS payment system users' interest and consumptive attitudes. The sampling technique used is purposive sampling, with a sample of 275 respondents from QRIS users divided into 5 regions in Surabaya. This study employs Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis. Based on the Goodness of Fit Index test, a value of 0.920081 is obtained, categorized as large, indicating that the formed model is valid and can explain empirical data as a whole.*
Keywords : Financial Technology, QRIS, Behaviour Intention, Consumptive Habit

1. INTRODUCTION

The development of technology is running very rapidly along with the development of science and has become something that is inherent in daily life. This development encourages the development of all sectors, one of which is the financial sector with the birth of alternative solution financial technology companies to meet people's needs for financial services. The Industrial Revolution 4.0 is marked by the digitization of almost all economic sectors, including the financial sector (fintech) through digital wallets. A digital wallet (e-wallet) is an online application used by users to carry out transactions. This development forms a new ecosystem, namely a cashless society or a change in the cash transaction process to non-cash. Bank Indonesia (BI) launched the Quick Response Code Indonesian Standard (QRIS) on August 17, 2019. QRIS is a QR code standard designed to integrate various digital payment methods through electronic money applications or mobile banking. According to Ulfi (2020), having the ease of access to non-cash transactions provides efficiency and usefulness that can be felt by consumers in managing their needs. However, the impact that arises from the use of non-cash transactions is the emergence of consumer behavior because of the ease of these transactions. The higher the use of non-cash transactions, the higher the consumption expenditure of each user (Ramadani, 2016). From several studies that have been carried out previously, there is still no research that analyzes the factors that influence the interest in using and consumptive attitudes of users of the QRIS payment system in Surabaya using Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach that can be used to test and estimate simultaneously the relationship between one or more dependent variables.

2. LITERATURE REVIEW

2.1 Quick Responses Code Indonesian Standard (QRIS)

Bank Indonesia (BI) launched the Quick Response Code Indonesian Standard (QRIS) on August 17, 2019. QRIS is a QR code standard designed to integrate various digital payment methods through electronic money applications or

International Journal of Academic Management Science Research (IJAMSR)
ISSN: 2643-900X
Vol. 7 Issue 12, December - 2023, Pages: 127-133

mobile banking. According to Bank Indonesia Governor's Regulation Number 21/18/PADG/2019 on the Implementation of the National Standard Quick Response Code for payments, all providers of Payment System Service Providers (PJSP) based on QR Code are required to use QRIS. QRIS has been supported by 71 Payment System Service Providers (PJSP), consisting of 42 banks, 25 non-banks, and 4 switching institutions (Bank Indonesia, 2020).

2.2 Validity Test

The validity test is used to test the extent to which the measuring instrument is accurate in measuring what it wants to measure so that there is no difference between the data reported by the researcher and the data that actually occurs at the research object (Khaerunnisa, 2018).

$$r_{xy} = \frac{n\sum_{j=1}^{n} x_{ij}y_j - \left(\sum_{j=1}^{n} x_{ij}\right)\left(\sum_{j=1}^{n} y_{ij}\right)}{\sqrt{n\sum_{j=1}^{n} x_{ij}^2 - \left(\sum_{j=1}^{n} x_{ij}\right)^2}\sqrt{n\sum_{j=1}^{n} y_{ij}^2 - \left(\sum_{j=1}^{n} y_{ij}\right)^2}} \quad (1)$$

r_{xy} : correlation coefficient for each item
x_{ij} : question item score
y_j : total score of the question
$\sum x_i$: total score of question items
$\sum y_i$: total score of question scores
$\sum x_i^2$: sum of squared scores of question items
$\sum y_i^2$: total squared score of questions
n : number of samples

2.3 Reliability Test

The reliability test shows the extent to which the measuring instrument can be trusted to be used in data collection or not (Sanaky, 2021). The measuring instrument used by the questionnaire is represented by variables. The method used for reliability testing is the Cronbach's Alpha method. The formula used is (Dewi, 2018) :

$$r_\alpha = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum_{i=1}^{k}\sigma_b^2}{\sigma_t^2}\right) \quad (2)$$

r_α : Cronbach’s Alpha value
k : number of question items
σ_b^2 : variance of question items
σ_t^2 : variance of the total score of all questions

The value of Cronbach’s Alpha reliability level is show in table 1.

Tabel 1 Level of Reliability Coefficient Cronbach’s Alpha Value

Cronbach’s Alpha Value	Reliability Level
$0.00 \le r_\propto < 0.20$	Very Low
$0.20 \le r_\propto < 0.40$	Low
$0.40 \le r_\propto < 0.60$	Medium
$0.60 \le r_\propto < 0.80$	High
$0.80 \le r_\propto < 1.00$	Very High

2.4 Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a multivariate analysis technique used to test the relationships between latent variables and their indicators (Marliana, 2020). The SEM method has two types: covariance-based SEM and variance-based SEM. The advantage of PLS-SEM is its higher level of flexibility, connecting data and theory, and its ability to perform path analysis with latent variables. Apart from that, PLS-SEM is a method that is not based on many assumptions. PLS-SEM does not assume a particular distribution of data and can be used on small sample sizes. SEM involves a structural equation model that includes two types of variables: latent variables and manifest variables. It comprises two types of models: the structural model (inner model) and the measurement model (outer model). There are also two types of errors: structural errors and measurement errors.

2.5 Partial Least Square (PLS)

Partial Least Square (PLS) is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. There are 3 sets of relationships in path analysis of all latent variables in PLS, namely the outer model describing the relationship between latent variables and indicators, the inner model describing the relationship between latent variables, and the weight relationship, namely the weight connecting the inner model with the outer model to form estimates of the latent variables (Ghozali, 2014).

The measurement model shows the relationship between latent variables and their indicators. There are 2 types of models, namely the reflective indicator model and the formative indicator model. The reflective indicator model can occur when the indicator is influenced by latent variables. The equation for reflective indicator models can be formulated as follows:

$$x = \lambda_x \xi + \delta \quad (1)$$

$$y = \lambda_y \eta + \varepsilon \quad (2)$$

The structural model shows the relationship between exogen and endogen latent variables which can be formulated as follows:

$$\eta = B\eta + \Gamma\xi + \zeta \quad (3)$$

The model in equation (3) can be described as follows :

$$\begin{bmatrix}\eta_1\\ \eta_2\\ \vdots\\ \eta_m\end{bmatrix} = \begin{bmatrix}0 & \beta_{12} & \cdots & \beta_{1m}\\ \beta_{21} & 0 & \cdots & \beta_{2m}\\ \vdots & \vdots & \vdots & \vdots\\ \beta_{m1} & \beta_{m2} & \cdots & 0\end{bmatrix}\begin{bmatrix}\eta_1\\ \eta_2\\ \vdots\\ \eta_m\end{bmatrix} + \begin{bmatrix}\gamma_{11} & \gamma_{12} & \cdots & \gamma_{1m}\\ \gamma_{21} & \gamma_{22} & \cdots & \gamma_{2m}\\ \vdots & \vdots & \vdots & \vdots\\ \gamma_{m1} & \gamma_{m2} & \cdots & \gamma_{mk}\end{bmatrix}\begin{bmatrix}\xi_1\\ \xi_2\\ \vdots\\ \xi_m\end{bmatrix} + \begin{bmatrix}\zeta_1\\ \zeta_2\\ \vdots\\ \zeta_m\end{bmatrix} \quad (4)$$

Model evaluation in PLS includes two stages: the measurement model and the structural model. There are 3 things that can be done to evaluate the measurement model, namely convergent validity, which consists of loading factors and Average Variance Extracted (AVE), discriminant validity, and reliability testing, which consists of composite reliability and Cronbach's Alpha.
The evaluation of the structural model is done using R-Square (R^2) and Q-Square (Q^2). Meanwhile, to validate the combined performance of the measurement and structural models, Goodness of Fit can be assessed using the following formula :

$$\text{GoF} = \sqrt{\overline{\text{AVE}} \times \overline{\text{R}^2}} \quad (5)$$

with $\overline{\text{AVE}}$ representing the average value of AVE dan $\overline{\text{R}^2}$ being the average value of R-Square.
The criteria for the value of GoF (Goodness of Fit) are as follows: small if ≤ 0.10, GoF, medium if $0.10 < \text{GoF} \leq 0.25$ GoF, substansial if $0.25 < \text{GoF} \leq 0.36$, and GoF large if > 0.36.

Hypothesis testing in PLS involves testing parameters λ obtained from the measurement model (outer model) and parameter β dan γ obtained from structural model (inner model). The statistical hypotheses for the measurement mode are $H_0: \lambda_{jk} = 0$ and $H_1: \lambda_{jk} \neq 0$, where J a s the number of indicators for latent variables, and K is the number of latent variables. The statistical hypotheses for the are endogen latent variables The statistical hypotheses for the structural model (exogenous latent variables to endogenous) are $H_0: \gamma_{mk} = 0$ and $H_1: \gamma_{mk} \neq 0$ where M is the number of endogen latent variables, and K is the number of exogen latent variables.

3. METHODOLOGY

3.1 Data and Data Collection Techniques

The data used in this study are primary data. Data will be obtained by means of a survey in the form of distributing questionnaires to Quick Response Code Indonesian Standard (QRIS) users who live in Surabaya and have made non-cash transactions. The survey was conducted offline by distributing questionnaires which will be conducted in November 2023. The data collection technique used is purposive sampling technique. In determining a sample if the population is large and the number is not known with certainty, to calculate the minimum sample size required using the formula of Lemeshow et al (1997) for an unknown population, namely:

$$n = \frac{1.96^2 \times 0.5 \times (0.5)}{(0.06)^2} = 266.78 \quad (6)$$

Referring to the minimum sample theory and sample calculations above, the researcher determined the number of samples used was 275.

3.2 Research Variable

This research variable consists of latent variables and indicators. Latent variables are divided into exogen latent variables and endogen latent variables.

Table 2. Research Variable

No.	Variable	Indicator
Endogen Variable (η)		
1.	Behaviour Intention (η_1)	Using QRIS for daily transactions (Y_1)
		Feel happy when using the QRIS payment system (Y_2)
		QRIS provides benefits in life (Y_3)
		Recommend QRIS to other people (Y_4)
		QRIS as a long term payment system (Y_5)
2.	Consumptive Habit (η_2)	Transact with the QRIS payment system because of the advertisement displayed (Y_1)
		QRIS payment system is available in many shopping centers (Y_2)
		Influenced by the environment to use the QRIS payment system (Y_3)
		Following the trend of using the QRIS payment system (Y_4)
Exogen Variable (ξ)		
1.	Knowledge about QRIS (ξ_1)	Heard about the QRIS payment system (X_1)
2.		Understand the QRIS payment system (X_2)
3.		Able to use the QRIS payment system (X_3)
4.		Know the applications that support the QRIS payment system (X_4)
5.		Information about the QRIS payment system is easy to get (X_5)
6.	Ease of Use about QRIS (ξ_2)	The QRIS payment system is easy to access (X_1)
7.		Transactions with the QRIS payment system are easy (X_2)
8.		The transaction process with QRIS payments is easy to learn (X_3)
9.		QRIS payment system increases trust when using (X_4)
10.		The QRIS payment system can be done concisely (X_5)

International Journal of Academic Management Science Research (IJAMSR)
ISSN: 2643-900X
Vol. 7 Issue 12, December - 2023, Pages: 127-133

No.	Variable	Indicator
11.	Perceived Risk about QRIS (ξ_3)	The QRIS payment system is in accordance with the nominal value stated (X_1)
12.		The QRIS payment system is protected from phishing (X_2)
13.		QRIS payment system user privacy is maintained (X_3)
14.	Usefulness about QRIS (ξ_4)	QRIS payment system can complete transactions more quickly (X_1)
15.		QRIS payment system is useful when not carrying cash (X_2)
16.		The QRIS payment system can increase the effectiveness of payments (X_3)
17.		The QRIS payment system can make transactions easier (X_4)
18.		No worries if don't bring a card because there is a QRIS(X_5)

4. RESULTS

4.1 Respondent Characteristics

After collecting respondent data, 275 respondent data was obtained. The first stage carried out was carrying out descriptive analysis to determine the characteristics of respondents in explaining the general picture. The characteristics of users of the QRIS payment system in Surabaya are that the majority of respondents are female, age range 21 - 30 years, coming from East Surabaya. Most respondents came from student level with the highest number of QRIS uses in 7 days, namely > 10 times. In the validity test, all statements in the questionnaire can measure the same aspect and can be declared valid. Furthermore, the reliability test shows that the variables knowledge, convenience, risk and usefulness have very high reliability because the Cronbach's Alpha value is more than 0.8.

4.2 Research Path Diagram

The research path diagram along with the outer loading values can be depicted in Figure 1 as follows :

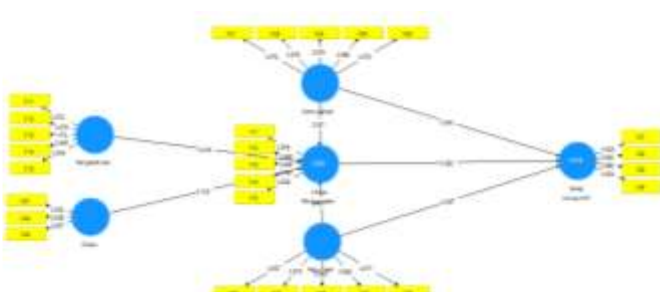

Figure 1. Research Path Diagram for PLS Algorithm Results

4.3 Outer Loading

The next step is to determine the model equation based on the research path diagram which is divided into measurement models and structural models. So the measurement equation of the exogenous latent variable is as follows :

Measurement Equation for Knowledge Variables (ξ_1)

$$x_{11} = 0{,}972\xi_1$$
$$x_{12} = 0{,}979\xi_1$$
$$x_{13} = 0{,}974\xi_1$$
$$x_{13} = 0{,}949\xi_1$$
$$x_{13} = 0{,}945\xi_1$$

Measurement Equation for Ease of Use Variables (ξ_2)

$$x_{21} = 0{,}972\xi_2$$
$$x_{22} = 0{,}978\xi_2$$
$$x_{23} = 0{,}979\xi_2$$
$$x_{23} = 0{,}966\xi_2$$
$$x_{23} = 0{,}973\xi_2$$

Measurement Equation for Perceived Risk Variables (ξ_3)

$$x_{31} = 0{,}952\xi_3$$
$$x_{32} = 0{,}938\xi_3$$
$$x_{33} = 0{,}947\xi_3$$

Measurement Equation for Usefulness Variables (ξ_4)

$$x_{41} = 0{,}957\xi_4$$
$$x_{42} = 0{,}975\xi_4$$
$$x_{43} = 0{,}980\xi_4$$
$$x_{43} = 0{,}982\xi_4$$
$$x_{44} = 0{,}971\xi_4$$

Measurement Equation for Behaviour Intention Variables (η_1)

$$y_{11} = 0{,}954\eta_1$$
$$y_{12} = 0{,}962\eta_1$$
$$y_{13} = 0{,}949\eta_1$$
$$y_{14} = 0{,}951\eta_1$$
$$y_{15} = 0{,}959\eta_1$$

Measurement Equation for Consumptive Habit Variables (η_2)

$$y_{21} = 0{,}929\eta_2$$
$$y_{22} = 0{,}949\eta_2$$
$$y_{23} = 0{,}968\eta_2$$
$$y_{24} = 0{,}953\eta_2$$

From the measurement equation it also shows that each variable already has the outer loading value is > 0.7 so it can be concluded that all indicators are valid and significant in forming latent variables.

4.4 Avearage Variance Extracted (AVE)

Furthermore, another method is used to examine the convergent validity by looking at the values of Average Variance Extracted (AVE) for each latent variable. The average percentage of AVE values among indicators in a set of latent constructs summarizes convergent indicators. A good AVE value is above 0.5 to ensure that each variable has parameters that are suitable for use.

Table 3. Average Variance Extracted (AVE) Values

Variable	AVE	Information
Knowledge for QRIS (ξ_1)	0.930	Valid
Ease of Use for QRIS (ξ_2)	0.948	Valid
Perceived Risk for QRIS (ξ_3)	0.894	Valid
Usefulness for QRIS (ξ_4)	0.947	Valid
Behaviour Intention (η_1)	0.912	Valid
Consumptive Habit (η_2)	0.903	Valid

From the table, all the variables used in this study have acceptable convergent validity because an AVE values above 0.5.

4.5 Discriminant Validity

Discriminant validity can be calculated based on the cross loading value of the manifest variable on each latent variable. The cross loading criteria for each indicator that measures the construct must be more highly correlated with the latent variable than with other latent variables. The following is the cross loading value of each indicator:

Table 4. Cross Loading Values

		K	EoU	R	U	BI	CH
Knowledge about QRIS (ξ_1)	x_{11}	0.972	0.929	0.781	0.939	0.904	0.906
	x_{12}	0.979	0.937	0.783	0.938	0.908	0.903
	x_{13}	0.974	0.931	0.793	0.93	0.904	0.906
	x_{14}	0.949	0.911	0.822	0.899	0.892	0.89
	x_{15}	0.945	0.929	0.774	0.91	0.893	0.887
Ease of Use about QRIS (ξ_2)	x_{21}	0.943	0.972	0.786	0.942	0.917	0.909
	x_{22}	0.94	0.978	0.79	0.94	0.922	0.913
	x_{23}	0.939	0.979	0.786	0.943	0.923	0.914
	x_{24}	0.924	0.966	0.806	0.924	0.915	0.912
	x_{25}	0.936	0.973	0.805	0.953	0.933	0.921
Perceived Risk about QRIS (ξ_3)	x_{31}	0.807	0.81	0.952	0.811	0.819	0.805
	x_{32}	0.745	0.738	0.938	0.741	0.746	0.747
	x_{33}	0.771	0.763	0.947	0.775	0.8	0.782
Usefulness about QRIS (ξ_4)	x_{41}	0.917	0.917	0.768	0.957	0.901	0.893
	x_{42}	0.931	0.942	0.801	0.975	0.929	0.924
	x_{43}	0.94	0.949	0.813	0.980	0.93	0.931
	x_{44}	0.937	0.948	0.816	0.982	0.934	0.929
	x_{45}	0.934	0.942	0.797	0.971	0.934	0.918
Behaviour Intention (η_1)	y_{11}	0.875	0.893	0.789	0.897	0.954	0.884
	y_{12}	0.897	0.911	0.799	0.91	0.962	0.901
	y_{13}	0.896	0.896	0.791	0.903	0.949	0.894
	y_{14}	0.891	0.904	0.798	0.911	0.951	0.906
	y_{15}	0.901	0.918	0.809	0.922	0.959	0.902
Consumptive Habit (η_2)	y_{21}	0.836	0.854	0.769	0.854	0.848	0.929
	y_{22}	0.859	0.86	0.771	0.866	0.864	0.949
	y_{23}	0.92	0.921	0.807	0.932	0.926	0.968
	y_{24}	0.919	0.926	0.781	0.931	0.927	0.953

Based on the analysis results shown in Table 4, the cross loading value of each indicator on its variables shows a greater value when compared to the cross loading values of other variables contained in the model. The results obtained show that the size of a construct is different from other constructs.

4.6 Composite Reliability and Cronbach's Alpha

The method to assess reliability can be determined by the values of composite reliability and Cronbach's alpha. A variable can be considered to meet composite reliability if it has a composite reliability value above 0.7 (Ghozali, 2014) and a Cronbach's alpha value above 0.6. The following are the values of composite reliability and Cronbach's Alpha :

Table 5. Composite Reliability and Cronbach's Alpha Values

Variable	Composite Reliability	Cronbach's Alpha	Information
Knowledge about QRIS (ξ_1)	0,985	0,981	Reliabel
Ease of Use about QRIS (ξ_2)	0.989	0,986	Reliabel
Perceived Risk about QRIS (ξ_3)	0.962	0,941	Reliabel
Usefulness about QRIS (ξ_4)	0,989	0,986	Reliabel
Behaviour Intention (η_1)	0,981	0,976	Reliabel
Consumptive Habit (η_2)	0,973	0.964	Reliabel

Based on Table 5 which contains 6 latent variables, each obtained a composite reliability value above 0.7 and a Cronbach's alpha value above 0.6. It is concluded that each indicator can be said to be reliable and has accuracy, consistency and precision in measuring latent variables.

4.7 Structural Model Equation

The structural model equation is obtained from the path diagram in Figure 1 to form the structural model equation as follows:

a) Structural Equation for Behaviour Intention Variables (η_1)

$$\hat{\eta}_1 = 0{,}074\xi_1 + 0{,}331\xi_2 + 0{,}133\xi_3 + 0{,}451\xi_4$$

b) Structural Equation for Consumptive Habit (η_2)

$$\hat{\eta}_2 = 0{,}362\eta_1 + 0{,}242\xi_2 + 0{,}367\xi_4$$

From the structural model equation above, the interpretation is that there is a directly proportional relationship to interest and consumer attitudes. The higher the knowledge, ease of use, risk and usefulness felt by the user, the higher the user's interest and consumer attitude.

4.8 Structural Model Evaluation

The next step is to conduct an evaluation of the structural model (inner model). The evaluation of the structural model is used to assess the relationships between latent variables. The evaluation of the structural model is done using R-square (R^2). The larger the R^2 value, the greater the influence of exogeno latent variables on endogen variables.

Table 6. R – Square Values

Variabel Endogen	R-Square
Behaviour Intention (η_1)	0,923
Consumptive Habit (η_2)	0,913

Based on the analysis results in Table 4.6 using SmartPLS software, it is shown that the R^2 value for the variable "behaviour intention" 0.923. This demonstrates that 92.3% of the variation in the "behaviour intention" variable can be explained by the variables "knowledge", "ease of use", "risk" and "usefulness" while the remaining 7.7% is explained by other factors beyond this study. Similarly, the R^2 value for the variable "sikap konsumtif" (consumptive attitude) is 0.913. This proves that 91.3% of the variation in the "consumptive habit" variable can be explained by the variables "knowledge", "ease of use", "risk" and "usefulness" while the remaining 8.7% is explained by other factors beyond this study.

Next is Predictive Relevance used to validate the predictive ability of the model. If the value of Q^2 approaches 1, it is said that the structural fit with the data or has relevant predictions. The Q^2 value is obtained through :

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$
$$Q^2 = 1 - (1 - 0{,}923)(1 - 0{,}913)$$
$$Q^2 = 1 - (0{,}0067) = 0{,}9933$$

The obtained Q^2 value is 0.9933, indicating that Q^2 is close to 1. Therefore, it can be said that the structural model fits the data or has good predictive abilities. It can be concluded that the variables knowledge, ease, risk, and usefulness are suitable as latent variables capable of explaining the variables of behaviour intention and consumptive habit.

4.9 Goodness of Fit (GoF) Index

Evaluation of the measurement model (outer model) and structural (inner model) as a whole is the final stage of model evaluation. Evaluation of the entire model is carried out using the Goodness of Fit (GoF) value with the following calculations:

$$\text{GoF} = \sqrt{\frac{0.930 + 0{,}948 + 0{,}894 + 0{,}947 + 0{,}912 + 0.902}{6} \times \frac{0{,}923 + 0{,}913}{2}} = 0{,}920081$$

The GoF value obtained is 0.920081, which is categorized as large, which means the model has a high ability to explain empirical data so that overall it can be said that the model formed is valid so it can be said that the sample taken can represent the expected data from the actual population.

4.10 Hypothesis Test

Statistical hypothesis testing is conducted with a significance level of $\alpha = 5\%$ hus obtaining the value of $t_{\frac{\alpha}{2},n-1}$ as 1,96 The criterion is that if the $t_{statistics} > 1{,}96$ then the parameter used has a significant effect.

Table 7. Structural Model Significant Test

	Original Sample	Sample Mean	T Statistics	P - Value
BI -> CH	0.362	0.372	3.896	0.000
K -> CI	0.074	0.070	0.911	0.362
EoU -> BI	0.331	0.340	3.138	0.002
EoU -> CH	0.242	0.234	2.834	0.005
R -> BI	0.133	0.133	2.232	0.026
U -> BI	0.451	0.446	4.855	0.000
U -> CH	0.367	0.364	4.005	0.000

Based on the analysis results, it can be concluded that ease, risk, and usefulness have a significant impact on interest in usage. Furthermore, interest in usage, ease, and usefulness also have a significant effect because $t_{\frac{\alpha}{2},n-1} > 1.96$. However, knowledge does not have a significant impact on interest in usage because, according to Yusnita and Abdi (2018), there are many factors influencing the level of financial knowledge for each individual, one of which is demographic factors. Demographic factors include gender, age, education level, occupation, marital status, position, and income.

4.11 Mediaton Test

Mediation Test is carried out to detect the position of the mediating variable in a model. Mediation testing is obtained from the specific indirect effect value. The processing results for the mediation test are presented as follows:

Table 8. Specific Indirect Effect Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
P -> BI -> CH	0.027	0.028	0.034	0.797	0.425
EoU -> BI -> CH	0.120	0.126	0.050	2.387	0.017
R -> BI -> CH	0.048	0.047	0.019	2.537	0.011
U -> BI -> CH	0.163	0.167	0.056	2.912	0.004

Based on the analysis results, it can be concluded that ease, risk, and usefulness have a significant impact on consumptive habit through interest in usage because $t_{\frac{\alpha}{2},n-1} > 1.96$. However, knowledge does not have a significant impact on consumptive attitude through interest in usage.

5. CONCLUSION

This research was carried out using Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis. Based on the Goodness of Fit Index test, it was obtained at 0.920081 which can be categorized as large, which means the model has a high ability to explain empirical data so that overall it can be said that the model formed is valid. The results of this research show that the variables that have a significant influence on interest in use and consumer attitudes are convenience, risk and usefulness.

6. REFERENCES

[1] Agustina, K. E. 2022. Pengaruh Pengetahuan, Kemudahan Penggunaan dan Kredibilitas terhadap Minat Penggunaan Quick Response Code Indonesian Standard (QRIS) (Studi pada Generasi Z di Provinsi Bali). Disertasi. Bali : Universitas Pendidikan Ganesha.

[2] Kusuma, H., & Asmoro, W. K. 2020. Perkembangan Financial Technologi (Fintech) Berdasarkan Perspektif Ekonomi Islam. Istithmar: Jurnal Studi Ekonomi Syariah, 4(2).

[3] Otoritas Jasa Keuangan (2019). Hidup Praktis Ala Cashless Society. Didapat dari : https://sikapiuangmu.ojk.go.id/FrontEnd/CMS/Article/20557

[4] Peraturan Dewan Gubernur Bank Indonesia Nomor 21/18/PADG/2019 tentang Implementasi Standar Nasional Quick Response Code.

[5] Rahman, A. F. S. K., & Supriyanto, S. (2022). Analisis Faktor Yang Mempengaruhi Minat Penggunaan Qris Sebagai Metode Pembayaran Pada Masa Pandemi. Indonesian Scientific Journal of Islamic Finance, 1(1), 1-21.

[6] Ramadani, L. (2016). Pengaruh penggunaan kartu debit dan uang elektronik (E-Money) terhadap pengeluaran konsumsi mahasiswa. Jurnal Ekonomi Dan Ekonomi Studi Pembangunan, 8(1), 1–8.

[7] Ulfi, I (2020). Tantangan dan Peluang Kebijakan Non – Tunai : Sebuah Studi Literatur. Jurnal Ilmiah Ekonomi Bisnis. 25(1), 56-65.

[8] Yusnita, R. R., & Abdi, M. (2018). Pengaruh Faktor Demografi Terhadap Literasi Keuangan. Journal of Economic, Business and Accounting. 2(1). 163-169.

[9] Zahra, S. N., Astuti, Y., & Hidayatulloh, D. S. (2023). Pengaruh Digital Payment QRIS Terhadap Perilaku Konsumtif Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Telkom (Studi Kasus Pada Pujasera TEL-U). Cakrawala Repositori Institut Manajemen Wiyata Indonesia, 6(4), 1117-1132.