

ABSTRACT

Rapid developments in technology and information have changed the way payments in Indonesia become more digital through the use of QR Codes. With a variety of QR Codes originating from various e-wallets in Indonesia, Bank Indonesia (BI) has introduced Quick Response Indonesian Standard (QRIS) as an effort to integrate payment standards that can be used by merchants and consumers. This is done so that user satisfaction with service quality is maintained, service providers must ensure that the application system services provided are at least in accordance with or higher than user perception. This study aims to analyze the service quality of QRIS and to determine user satisfaction, namely MSMEs in Bekasi. With the E-Service Quality method, the level of user satisfaction can be an evaluation material for service providers. The 7 dimensions of measurement of e-service quality are Efficiency, Fulfillment, Security, Privacy, Responsiveness, System Availability, and Contact. Data collection techniques by distributing questionnaires to MSMEs in the Bekasi area. Then the data is analyzed using SPSS as well as Microsoft Excel. After conducting an analysis, it can be concluded that users are satisfied with the services provided by the QRIS Application by 86.94%.

Keywords: *E-Service Quality, QRIS, payment system, Service Quality, Satisfaction*