ABSTRACT

This research focuses on MSME traders in Bojonegoro Regency to examine how much intensity or desire they have in adopting QRIS technology as one of the legal non-cash payment methods recognized by the Indonesian government, a method expanding the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) by adoption is used as a reference in making this research, as are the questions that are structured according to the factors or variables contained in the method of expanding UTAUT2 with adoption so that the questions created will provide a correlation between one another.

The research was carried out by survey via questionnaire using Google Form by distributing it through groups or paid advertisements with a minimum of 398 respondents obtained by calculations using the Slovin formula, totaling 36 questions from 9 specified constructs or variables. The data obtained will be processed into a Likert scale to become quantitative data that can be analyzed, and to find out the results obtained, validity tests, reliability tests and data analysis will be carried out using the SEM-PLS method as a hypothesis test regarding the relationship between the results and the hypothesis that has been carried out using software. SmartPLS

The research results show a relationship between variables where several variables are accepted and all of them have a positive and significant impact, including several factors, namely Performance Expectancy, Behavior Intention, Hedonic Motivation, Price Value, and Adoption, then the factors that are rejected are Effort Expectancy, Social Influence, and Trust do not have a positive and significant impact on any of the related variables.

Keywords: MSME Traders, Quick Response Code Indonesian Standard (QRIS), Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and Adoption.