

## THE MODERATING ROLE OF QRIS ON THE EFFECT OF PRICE AND PROMOTION TOWARD UNNES STUDENTS' PURCHASING DECISIONS FOR MSME PRODUCTS

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### Abstract

This research is motivated by the innovation implemented by most MSMEs in the UNNES area in the non-cash payment system in the form of QRIS. This study aims to analyze the effect of the QRIS system in moderating prices and promotions on UNNES students' purchasing decisions. The method used in this study is moderation regression analysis (MRA), which is analyzed using SPSS, and data collection using questionnaire techniques. The research sample is students who used MSME goods and services around the campus. The findings of this study indicate that price and promotion remain key factors influencing students' purchasing decisions. In contrast, using QRIS does not moderate the relationship between these variables and purchasing behavior. This outcome suggests that students prioritize price and promotional offers over payment. Furthermore, students perceive that using QRIS may encourage increased spending, which is problematic given their typically limited financial resources. As a result, QRIS is often regarded as a secondary payment option, used only after cash, due to concerns about its potential to reduce spending control.

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## INTRODUCTION

Micro, small, and medium enterprises (MSMEs) support the local economy. Within the Semarang State University (UNNES) environment, MSMEs also serve an essential function for students and the surrounding community. Students represent a key consumer segment for MSMEs operating near the campus, as they have a wide range of daily needs, including food, beverages, and other essentials, which local MSME products and services can fulfill. Moreover, students are known for their practical consumption patterns, often seeking affordable, high-quality goods. Consequently, MSMEs around the UNNES campus have significant opportunities to cater to the needs of this demographic.

Therefore, to fully understand the dynamics of consumer behavior, it is essential to explore further how the purchasing decision process is formed and the factors that influence it. Purchasing decision is a process in which consumers recognize a problem, seek information about specific products or brands, and evaluate available alternatives to address the issue, ultimately leading to a decision to purchase (Fandy & Chandra, 2016). This process typically begins with problem recognition, evaluates alternatives, and ends with selecting the product that best meets the consumer's needs.

Research indicates that students' purchasing decisions are influenced by multiple factors, one of which is determining competitive pricing. Price is often considered one of the primary determinants in the decision to purchase goods (Andrian et al., n.d.). According to Deliyanti Oentoro, price is defined as the value of exchange that can be represented in monetary terms or through other goods, in return for the benefits obtained from a product or service by an individual or group at a specific time and place (Sudaryono, 2012). Furthermore, Maulida emphasizes that price significantly influences purchasing decisions. Vijay Victor's exploratory factor analysis identified several key elements that affect consumer behavior and their potential purchasing decisions, including shopping experience, awareness of dynamic pricing, privacy concerns, purchasing strategies, perceptions of fair pricing, retaliation intentions, and self-protection motives (Victor et al., 2018).

The results of previous studies indicate varying conclusions regarding the influence of price on purchasing decisions. For example, Bunga found that price positively and significantly affects purchasing decisions (Gracia et al., 2024). In contrast, other studies have shown that price does not significantly affect purchasing decisions, as Rahman Halim and Hamid reported specifically in the context of Liberica coffee within MSMEs (Halim & Hamzah, n.d.). While many studies emphasize price as a significant determinant of consumer purchasing behavior, more recent findings suggest its impact may not always be significant. This inconsistency highlights a research gap that warrants further investigation, particularly concerning specific products, evolving consumer behavior, and shifting market conditions.

In addition to price, promotional strategies are crucial in shaping purchasing decisions. Promotion encompasses activities designed to communicate a product's value and persuade consumers to make a purchase (Kotler & Armstrong, 2016). As a key

component of the marketing mix, promotion serves to inform, persuade, and remind consumers about a product or service. Previous research has produced mixed findings regarding the impact of promotion on purchasing decisions. For instance, Don Marlius's study found that, alongside price, promotional efforts have a positive and significant effect on consumer purchasing behavior (Marlius & Jovanka, n.d.). In contrast, Maulida's research concluded that promotion does not significantly influence purchasing decisions (Maulida Yuliant et al., 2024). These divergent findings underscore the need to re-examine the role of promotion, particularly in the context of UNNES students.

The current cohort of UNNES students, born between 2003 and 2007, belongs to Generation Z—a demographic group characterized by their digital nativity. According to the 2020 Indonesian census, Generation Z constitutes 27.94% of the national population and represents a segment of the productive age group, which holds significant potential for driving economic growth. In response to digital advancements, many MSMEs around the UNNES campus have adapted accordingly. Based on the researchers' survey, approximately 80% of MSMEs in the area have adopted QRIS to facilitate digital transactions. This aligns with consumer trends, as about 79% of UNNES students reported having used QRIS in their transactions (Faeruz Wafi Abidin et al., 2025). Moreover, prior studies, such as that by Fahira Nur Pratiwi, suggest that QRIS usage has a notable impact on students' purchasing decisions (Fahira Nur Pratiwi, 2023).

QRIS is a QR code standard for non-cash payment systems that was innovated by Bank Indonesia. QRIS provides benefits for digital wallet users by simplifying the non-cash transaction process. Various digital wallet applications can make payments by simply scanning a QR code. This technology makes it easier for consumers to transact quickly and practically and increases efficiency for business actors at various levels of society, including MSMEs. QRIS positively impacts Culinary MSMEs in Bandung City (Syabilla Ananda Silviawati & Dewi Rahmi, 2024). The results of other studies show the significant influence of the perception of the benefits of using QRIS on purchasing decisions by 59.7% (Muhammad Rizki Ramadhan et al., 2024), and the ease of use of QRIS affects purchasing decisions (Adhe Sarah Ris Dwinomo et al., 2024).

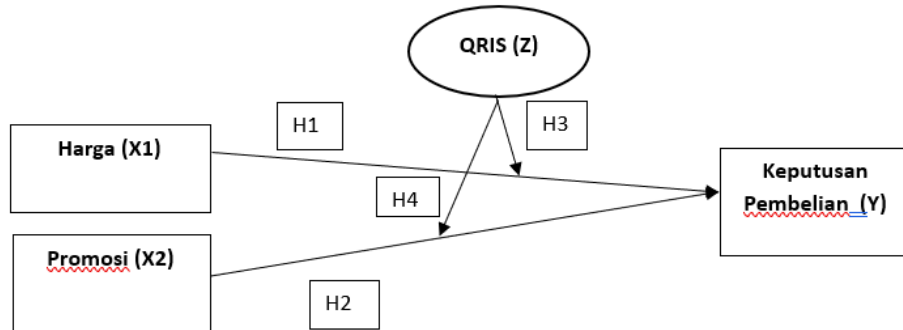
While QRIS has been extensively examined for its direct effects, its role as a moderating variable remains underexplored. This study distinguishes itself from prior research by positioning QRIS as a moderator and focusing on a specific population: students of Semarang State University from the 2022 to 2024 cohorts. The growing adoption of QRIS among students presents an opportunity to investigate how this digital payment system not only influences purchasing decisions directly but also alters the impact of other factors, such as price and promotion. Accordingly, this research seeks to analyze the moderating role of QRIS in the relationship between price, promotion, and purchasing decisions related to MSME products in the vicinity of the UNNES campus. The hypotheses proposed in this study are as follows.

**H1:** Price significantly affects purchasing decisions.

**H2:** Promotion significantly affects purchasing decisions.

**H3:** QRIS moderates the relationship between price and purchasing decisions.

**H4:** QRIS moderates the relationship between prmotion and purchasing decisions. Based on the above hypothesis, the conceptual framework of the research can be presented as follows:



**Figure 1.** Research Framework

## METHODS

This research is included in quantitative research. Quantitative research is a research method based on positivism, used to research a specific population or sample, data collection using research instruments, and quantitative and statistical data analysis to test the established hypothesis (Sugiyono, 2016). Moderation regression analysis techniques are carried out by testing the direct influence of independent variables on dependent variables, then continued by testing the interaction between independent variables and moderating variables.

The population in this study was all UNNES students. Sampling used a purposive sampling technique. According to Hair et al. (2010), purposive sampling is a non-probability sampling technique in which researchers deliberately select sample elements because they are believed to provide the most relevant and representative information for the research objectives. The sample in this study was active UNNES students who had made transactions to purchase MSME products. The sampling technique used the purposive sampling method, with the following criteria: (1) active UNNES students, (2) had purchased MSME products, and (3) knew or had used QRIS. Primary data was obtained by distributing online questionnaires using a Likert scale of 1–5.

The variables in this study include QRIS as a moderating variable, which refers to a QR code-based digital payment system standardized by Bank Indonesia that enables consumers to make transactions using various payment applications. The study also considers price as the amount consumers are required to pay to obtain products from Micro, Small, and Medium Enterprises (MSMEs). Promotion is examined as the marketing communication strategy employed by MSMEs to attract consumer interest. Lastly, purchasing decision refers to the consumer's choice to buy a product after evaluating several influencing factors. The data in this study were obtained through the distribution of questionnaires to students who were respondents, and analyzed using

statistical software such as SPSS. The indicators in the table below measured the variables in this study.

**Table 1.** Measurement of Variables

No.	Variables	Indicator	Reference
1	Price (X1)	Affordable price Compliance with quality Competitive price Compliance with the benefit	Armstrong, Philip Kotler, and Gary, 2016
2	Promotion (X2)	Advertising Direct marketing Sales promotion Private sales	Armstrong, Philip Kotler, and Gary, 2016
3	QRIS (Z)	Availability effectiveness Convenience	Dwinomo, Adhe Sarah Ris, Nur Ainiyah, Nurdiana Fitri Isnaini, 2024
4	Purchase Decision (Y)	1. Choice Product 2. Brand Choice 3. Purchase Time 4. Amount Purchased	Armstrong, Philip Kotler, and Gary, 2016

This study has three stages: validity, classical assumption test, and hypothesis. First, the validity test is carried out. The validity test is carried out to ensure that the research instrument, namely the questionnaire, really measures what should be measured. Then the second stage, namely the classical assumption test, is the initial stage used before multiple linear regression analysis. This test is carried out to provide certainty so that the regression coefficient is not biased, consistent, and accurate in estimation (Imam Ghazali, n.d.). The classical assumption test in this study includes normality, multicollinearity, and heteroscedasticity tests. Next is the third stage, namely the hypothesis test.

## RESULT AND DISCUSSION

### Validity and Reliability Test

The Pearson Product-Moment correlation method was used as a validity test to evaluate the accuracy of the questionnaire items in measuring their respective constructs. The results indicated that all items had a correlation coefficient ( $r$ -calculated) greater than the critical value ( $r$ -table = 0.254 at  $N = 30$ ,  $\alpha = 0.05$ ), with significance values ( $p$ -values) less than 0.05. This confirms that each item is valid. A reliability test was also performed using Cronbach's Alpha to assess the instrument's internal consistency. The overall Cronbach's Alpha value was 0.954, exceeding the acceptable threshold of 0.6, indicating

high reliability. Therefore, the instrument is valid and reliable for data collection in this study.

### Classical Assumption Test

A classical assumption test was conducted before moderation analysis and multiple linear regression to ensure the dataset satisfied the necessary conditions. The normality test, conducted using the Kolmogorov-Smirnov method, yielded a significance value of 0.200, greater than 0.05, indicating that the data follows a normal distribution. The multicollinearity test results showed that all independent variables had tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10, suggesting the absence of multicollinearity. The heteroscedasticity test, assessed through a scatterplot analysis, revealed that the data points were randomly dispersed without a specific pattern, indicating no heteroscedasticity issues. Based on these results, the data met all classical assumptions and were deemed appropriate for further regression and moderation analyses.

**Table 2.** Hypothesis Testing

Model	Coefficients <sup>a</sup>					Collinearity	
	Unstandardized		Standardized		Sig.	Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	11,892	3,571		3.330	.001		
X1	.832	.122	.467	6,832	.000	.819	1.221
X2	.465	.097	.329	4.812	.000	.819	1.221

a. Dependent Variable: Y

Source: SPSS output (2025)

The results of the hypothesis testing, conducted using multiple linear regression analysis, indicate that all independent variables significantly influence the dependent variable. The t-test results revealed that each independent variable had a significance value (p-value) below 0.05, confirming that the partial hypotheses are supported. Specifically, both price and promotion were found to have a significant impact on purchasing decisions. Additionally, the F-test produced a significance value of less than 0.05, indicating that, collectively, the independent variables exert a statistically significant influence on the dependent variable. Therefore, hypotheses H1 and H2 are accepted. To evaluate hypotheses H3 and H4, a moderation analysis was conducted, and the results are presented as can be seen in Table 3.

**Table 3.** Moderation Test

		<b>Coefficients<sup>a</sup></b>					
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constan)	25.940	4.149		6.252	.000	
	X1	.586	.424	.329	1.380	.170	.054 18.514
	X2	-.290	.503	-.205	-.577	-.577	.024 41.287
	XMx1	.002	.014	.070	.130	.130	.011 93.384
	XMx2	.014	.015	.632	.966	.966	.017 139.942

a. Dependent Variable: Y

Source: SPSS ouput (2025)

The moderation test was conducted to determine whether the moderating variable (QRIS) influences the relationship between the independent variables (price and promotion) and the dependent variable (purchasing decisions). However, the analysis revealed that the interaction term was not statistically significant, with a p-value greater than 0.05. This suggests that QRIS does not moderate the relationship between the dependent and independent variables. Consequently, it can be concluded that QRIS does not strengthen or weaken the effect of price and promotion on students' purchasing decisions for MSME products around the UNNES campus. As a result, hypotheses H3 and H4, which proposed that QRIS moderates the effects of price and promotion on purchasing decisions, are rejected.

Although QRIS is recognized for its convenience in facilitating payments, most respondents believe that this ease of use contributes more to encouraging consumer behavior rather than moderating the influence of price or promotion. This finding aligns with the study by Zahra, which suggests that the convenience of QRIS reduces the psychological impact of spending money, thereby potentially increasing consumer spending (Zahra et al., 2023).

## CONCLUSION

The results of this research, which has been conducted, found that price and promotion significantly affect students' purchasing decisions. This implies that students consider the price aspect of MSME products around campus because students are still given pocket money by their parents and must adopt a frugal attitude. In addition to price, promotional strategies such as advertising, flash sale prices, discounts, or specific events greatly influence students' purchasing decisions. Meanwhile, using QRIS cannot increase or weaken the influence of price and promotion on purchasing decisions.

The study results illustrate that price and promotion still greatly influence students' purchasing decisions. QRIS, an innovation in payment methods used by MSMEs around campus, is considered a second option after cash payments. Students feel that the

convenience of QRIS can increase consumption, impacting their pocket money management. The results of the study cannot be generalized to all universities. This study is limited in terms of the indicators used. So, it is recommended that future research expand the subject of this study so that it can be used as a whole, and the object of research is not limited to students of Semarang State University.

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