Enhancing Business Success Through QRIS Digital Marketing Strategies

Eveline Hana[1], Fery Andika[2], Dwi Ananta Sulistya Ningsih[3], Ni Nyoman A. A[4], Talitha Sahda A[5], Yera Serinkuly[6]

[1,2,3,4,5,6] Faculty of Economy dan Business, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia.
evelinehana98@gmail.com

ARTICLE INFO	ABSTRACT
Aricle History Received: June 2024 Revised: June 2024 Accepted: July 2024 Published: July 2024 **Keywords**: QRIS, Digital Marketing, Marketing Strategy.	Digital marketing through QRIS (Quick Response Code Indonesian Standard) has become one of the increasingly popular strategies in today's business world. QRIS is a payment system that utilizes QR codes to facilitate transactions quickly and efficiently. In the marketing context, QRIS can be used as a tool to increase interaction with customers, expand market reach, and increase customer loyalty. This community research discusses digital marketing through QRIS as an innovative means of achieving marketing goals. Research has shown that using QRIS can provide many benefits to companies, including the ability to track and analyze customer data, facilitate easy and quick payment, and strengthen customer interaction through special loyalty programs and promotions.

INTRODUCTION

In the rapidly evolving digital era, marketing has experienced a notable transformation. Businesses now not only rely on traditional marketing approaches like print and television advertising, but also harness digital technology to reach wider market segments and engage more effectively with consumers [1]. An increasingly popular innovation in digital marketing is the utilization of QRIS (Quick Response Code Indonesian Standard). QRIS serves as a payment system that utilizes QR codes (Quick Response) to streamline transactions swiftly and efficiently [2]. These QR codes can be easily accessed via smartphone devices, enabling users to make payments or access additional information about products or services [3].

The key benefits of QRIS include simplifying the transaction process, reducing reliance on cash payments, and enhancing speed and convenience for customers [4]. Key steps in implementing digital marketing through QRIS involve integrating QRIS payment systems with corporate digital platforms, promoting the use of QRIS to customers, and ensuring the availability of necessary technological infrastructure to support QRIS transactions [5]. Furthermore, companies must devise innovative and effective marketing strategies to fully leverage the potential of QRIS. The primary advantages of digital marketing through QRIS encompass heightened transaction efficiency, enhanced customer interaction, and the acquisition of more comprehensive and precise customer data [6]. In the progressively advanced digital landscape, leveraging QRIS for marketing purposes can enable businesses to stay competitive and relevant in an ever-expanding market.

By effectively implementing QRIS, companies can leverage its capabilities to optimize customer experience, boost sales, and achieve success in the rapidly evolving digital marketing landscape [7]. QRIS offers a range of benefits to companies, including the ability to gather comprehensive and accurate customer data, it can monitor customer preferences and purchasing behaviors, enabling them to tailor more targeted and personalized marketing strategies [4].

Second, QRIS can be used as a tool to expand market reach, with marketing through QRIS, companies can reach potential customers in multiple locations without geographical restrictions [8]. This provides greater opportunities to increase sales and gain wider market share. Third, marketing through QRIS can also increase interaction with customers. Through QR codes integrated with the company's digital applications or platforms, customers can easily access additional information about products, get special promotions, or participate in loyalty programs [9]. This creates a more engaging interactive experience for customers and helps build stronger relationships between companies and customers.

Wijono disclosed that Micro, Small, and Medium Enterprises (MSMEs) continue to encounter fundamental challenges, including: 1) difficulties in accessing markets for their products, 2) weak business development and enhancement, 3) limited access to financing sources from formal financial institutions, particularly banks [10]. The same thing was also expressed by Koncoro that MSMEs have basic problems, namely 1) weaknesses in obtaining market opportunities and enlarging markets, 2) weaknesses in capital structure and limitations in obtaining access to sources of capital, 3) weaknesses in organization and management human resources, 4) limited business network cooperation between small entrepreneurs, 5) business climate that is not conducive due to mutually deadly competition, 6) coaching that is carried out is still not integrated and there is a lack of public trust and concern for small businesses [11].

Based on some of these perspectives, it can be argued that the issues faced by MSMEs revolve around problems such as inadequate human resources, an unfavorable investment and business climate, lack of guidance and support from relevant parties, low technological adoption, insufficient capital, traditional management practices, inadequate infrastructure, challenges in sourcing raw materials, obstacles in obtaining business licenses or legal recognition, and difficulties in marketing their products. It appears that the persisting issues in MSMEs need to be promptly addressed through diverse, comprehensive, and sustainable strategies and policies.

The owner of The Ultimate Fried Chicken (UFC) business shared that her establishment encountered challenges related to digital payments, as the increasing demand for digital payment methods, such as Quick Response Code Indonesian Standard (QRIS), compelled UFC business owners to devise strategies for digital payment implementation. Nevertheless, due to limited knowledge and technological capabilities, the integration of digital payments remained unattainable.

In this study, TYDERA CONSULTING provide business consultation with the aim to help to increase our client business to gain more sales. We will idenfify the business problem and give recommendation for the business to improve. Our client business is UFC (Ultimated Fried Chicken) is SME that runs on FnB field. This SME located in Pangkalan Jati, South Jakarta. UFC sells fried chicken and geprek chicken. The owner is Mrs. Siti Fatimah. UFC opens at 9AM every day and will be closed when all the chicken is sold out. UFC opened since 2020. We will dig deeper into digital marketing through QRIS, including the steps that need to be taken in its implementation, the benefits that companies can gain, and the challenges that may face. We will also consider security and privacy aspects in using QRIS as a marketing tool. With a deeper understanding of marketing through QRIS, companies can take appropriate strategic steps to leverage the full potential of this technology and achieve success in competitive digital marketing.

METHOD

The community research methodology involved conducting a community service initiative targeting a local SME community in South Jakarta, specifically focusing on the digital marketing enhancement of UFC (Ultimated Fried Chicken). The population size of the target community included small business owners, employees, and customers involved in the F&B industry. Stakeholders engaged in the initiative comprised business consultants, marketing experts, and technology specialists with backgrounds in management, digital marketing, and IT. The implementation methodology encompassed phases such as conducting surveys, identifying business problems, providing solution ideas, assisting in

QRIS registration, and documenting the process. Scientific and technological knowledge transferred included strategies for social media marketing, GoFood/ShopeeFood platform utilization, and QRIS digital payment integration. Tools utilized included smartphones for QR code scanning, laptops for data analysis, and projectors for presentations.

Data collection techniques involved surveys, interviews, and documentation of business processes. Success evaluation criteria included increased sales, customer engagement, and brand awareness. Data analysis approaches included qualitative analysis of customer feedback, quantitative analysis of sales data, and comparative analysis of pre- and post-implementation metrics.

RESULTS AND DISCUSSIONS

Solution Idea & Implementation

Appropriate, comprehensive and sustainable strategies and policies are needed to increase the role of MSMEs in the future in the economy and overcome the problems they face, so that they can have a positive effect on employment and income for the community, which in the long run MSMEs are able to become pillar for the realization of an Indonesian economy that is free from unemployment.

1. Social Media Marketing Strategy

   Strategi sosial media marketing bagi pemilik bisnis Ultimate Fried Chicken (UFC) sangat diperlukan. Objective of this strategy is to acquaint the product that sell from the Ultimate Fried Chicken. Contents that has been uploaded on the Instagram or tiktok can reach many people to make they interest about product of the Ultimate Fried Chicken (UFC). Besides that, sosial media marketing also can be increase brand awareness, cost effective, and increase customer loyalty.
2. GoFood/Shopeefood Platform Strategy

   Strategy platform of GoFood/Shopeefood is alternative way for the customer who lazy to buy the product bye face to face. This strategy can be easier for the customer to find the business (Ultimate Fried Chicken), also, this strategy can be wider the business and can be prmote the menu by the GoFood/Shopeefood.
3. Digital Payment (QRIS) Strategy

   In this era, technologies use for the living in everyday. Technologies bring up the payment into digital. This QRIS strategy very important for the business owner to they used for their business. This strategy make it easier not only the costumer also the business owner. Because for the costumer, they don’t need bring the cash for the payment, they only bring their smartphone for do the payment. And the business owner, they don’t need prepare the money for the change.

Implementation

Strategic implementation or strategy implementation is a stage of strategic management that involves the use of managerial, administrative, and persuasive abilities to translate the selected alternatives into action. In short, strategy implementation is a process that puts strategic plans into action to achieve desired goals. The strategic plan itself is a written document detailing the steps and processes needed to achieve company goals. Include feedback and progress reports to ensure that the plan is on target.

As we discussed with the business owner, we implemented the QRIS strategy. Because, in pursuance of the business owner, this strategy is the easiest strategy for the business owner. Social media marketing strategy is difficult for her. According to her, she can't design the concept for the content and she don't have many time to edit the design. Because she is busy for handle the business, like buy a ingredients the chicken, cook the chicken, prepare some stuff of the store, etc.

GoFood/shopeefood platform strategy also make a impediment for her. Lack of the technology make her doubt to implemented this strategy. Then, the QRIS strategy is helpful strategy for her, in this strategy the payment of business can be digital payment. Many costumer asking for her to implemented the QRIS. Because it make easier not only for the customer also the business owner. Besides that, this strategy is the easiest strategy to use for her. Device of the business owner also support this strategy because it does not take up much memory space. Also, the business owner only checks to ensure that the customer has paid the bill and the income will immediately be received on QRIS.

Implementation Process

Table 1. Implementation Process

No	Date	Activities Explanation	Documentation
1	12th April 2023	We conducted a visit and survey of the MSMEs that we will cooperate with, namely Roti Dalili and UFC (Ultimate Fried Chicken). Roti Dalili rejected us, while UFC was not open at that time so we had to make a follow up visit.	
2	13th April 2023	We made a follow-up visit to the UFC and got the results that UFC was willing to work together so we chose UFC and conducted an interview with the owner regarding the problems and solutions that we will provide.	

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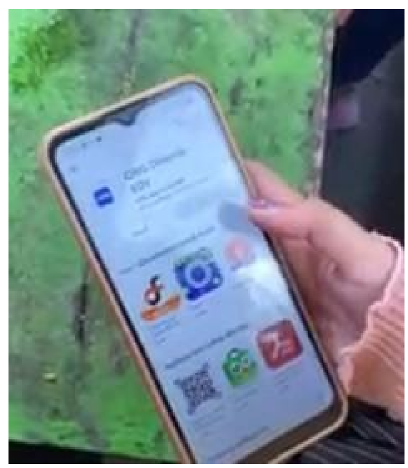
3	12th May 2023	We made a visit to the UFC again and did a QRIS registration as a solution we given and did regristation the UFC address into google maps.	
4	30th May 2023	After all the registration steps for making a QRIS were completed, we printed the QRIS and gave it to the UFC owner.	

The Result

The results or what happened after the QRIS was installed, according to Ms. Siti as the owner, there were several impacts on the business. The first one is more visitors coming. That is a good result to increase business income. The second is payment via QRIS is widely used by visitors. That gives very good results in fullfiled customer desires for high demand for payments through QRIS. In addition, the use of qris is very helpful for sellers so that Ms. Siti does not need to look for change or bother to make direct transactions while selling her chicken at the same time. However, the use of qris also has problems, namely the transfer or transfer of funds from QRIS to a bank account is sometimes slow, especially on holidays and got the admin deductions which quite affects Mrs. Siti's income even though Mrs. Siti has raised prices for buyers who use qris. However, making this qris helps the owner and makes a quite good change to the business. The following is a picture of UFC's earnings in QRIS transactions and withdrawals to bank accounts.

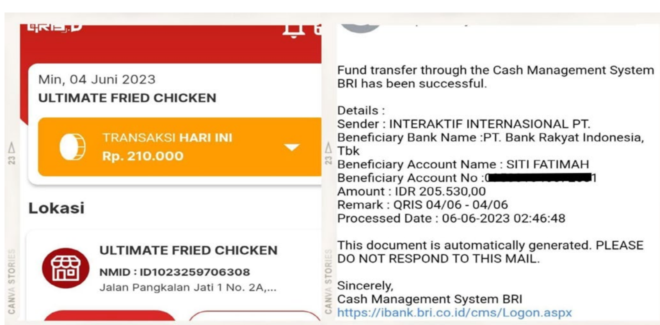


Figure 1. Ultimate Fried Chicken QRIS Transaction

CONCLUSIONS

After knowing the client's (Ultimated Fried Chicken) problems, TYDERA gave several solutions to boost their sales. The client decided to choose digital payment through QRIS because there were customers asked for it and it seems like the most suitable to the SME's condition rather than other solutions. So, TYDERA helped them to register and make QRIS. The verification process took about two weeks to be completed. After the barcode is ready to use, TYDERA printed it out and gave it to the client. When TYDERA asked about benefits/problems after using QRIS, the client said the sales increased because a lot of customers prefer to use QRIS, but the settlement process charged about Rp5.000,00, and the settlement can't be done at weekend, so it made her difficult to withdraw the money because she needs to buy the groceries every day.

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