

THE USE OF QRIS, SHARIA FINANCIAL LITERACY, SHARIA FINANCIAL INCLUSION AND PROMOTION TO INCREASE THE INCOME OF HALAL MSME ACTORS IN LHOKSEUMAWE CITY

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Abstract

This study aims to provide evidence of the relationship between the use of QRIS, Islamic financial literacy, Islamic financial inclusion and promotion on increasing the income of halal MSME actors in Lhokseumawe City. The population in this study is the community of halal MSME actors in the city of Lhokseumawe. The sampling technique used in this study is using the Slovin Formula method so that a sample of 96 Halal MSME actors is obtained. This research is a quantitative research using secondary data and primary data collected by questionnaire or questionnaire techniques. The questionnaire was analyzed using quantitative descriptive statistical analysis. with a significantly rate of 5%. Based on the results of the study, it was concluded that the research data was declared to be normally distributed, free from deviations from classical assumptions (multicollinearity, autocorrelation, heteroscedasticity). The test results stated that the independent variables (QRIS, Sharia Financial Literacy, Sharia Financial Inclusion and promotion) were able to explain the bound variable (Halal MSME Income) by 40.07%. Partially, the QRIS variable does not have a significant influence on the income of halal MSME actors, while Sharia Financial Literacy, Sharia Financial Inclusion and promotion have a partial effect on the income of Halal MSME actors. Which means that the higher the level of Sharia Financial Inclusion, the understanding of Sharia Finance in Halal MSME Actors, the more likely they are to get an increased income and become part of the main pillar of economic development policies which are very important to alleviate poverty, encourage sustainable economic growth.

Keywords : Income Halal MSME Actors, Islamic Financial Inclusion, Promotion, Sharia Financial Literacy, Use of QRIS.

1. INTRODUCTION

In recent decades, the Islamic finance sector has experienced rapid growth in the global financial industry, outpacing the performance of conventional financial markets. According to the Global Islamic Economic Report (2020), Islamic financial assets increased by 13.9% in 2019, from \$2.52 trillion to \$2.88 trillion. Although the impact of the COVID-19 pandemic is expected to halt growth in 2020, projections show that Islamic financial assets will recover and continue to grow at a compound annual growth rate (CAGR) of 5%, reaching \$3.69 trillion in the coming years. Advances in technology and information have played a major role in accelerating Islamic financial inclusion and the development of the digital economy. One form of its implementation is an increase in non-cash payments. Data from Bank Indonesia noted that 48 payment system operators have obtained approval to manage non-cash payments, which strengthens the integration of various payment instruments and channels nationwide. To support this, Bank Indonesia launched QRIS (Quick Response Indonesia Standard) in August 2019, which aims to accelerate a more inclusive, secure, and efficient digital payment system. According to the 2022 National Survey on Sharia Financial Literacy and Inclusion (SNLIK), Islamic financial literacy in Indonesia increased by 11.65% from 2019 to 2022. However, this level of literacy is not fully aligned with the level of

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Islamic financial inclusion. Islamic financial literacy is an important factor in the adoption of financial products and decision-making, especially in the Islamic banking sector. People with better financial literacy tend to be more active in using Islamic financial products and services. Promotion is also an important element in increasing Islamic financial literacy and inclusion, especially for MSME actors. Bank Indonesia and the government continue to encourage promotion through various platforms to introduce Islamic financial products to the public. Previous research has shown that Islamic financial literacy and inclusion have a positive influence on the use of financial technology such as QRIS. Effective promotion can strengthen public understanding and increase the adoption of Islamic financial services.

MSMEs in Indonesia are experiencing rapid growth, recorded at 59.2 million in 2017 (Hafizh and Silalahi, 2022), with significant growth potential thanks to various factors, including economic stability in Lhokseumawe and supportive government policies. The research of Palupi et al. (2022) shows that Islamic financial literacy and ease of use of technology encourage the adoption of QRIS, while Seputri & Yafiz (2022) found that Islamic financial literacy does not affect the decision to use QRIS. In addition, Lasmini & Zulvia (2021) and Azzahra S (2022) stated that Islamic financial inclusion is positively related to financial technology, which is also supported by Afandi & Rukmana (2022) in increasing inclusion through QRIS.

This research aims to answer several important questions, such as how the use of QRIS, Islamic financial literacy, Islamic financial inclusion, and promotion affect the income of halal MSME actors in Lhokseumawe City. This study will analyze the relationship between these factors and the income of halal MSME actors, as well as their impact in increasing Islamic financial inclusion in Indonesia.

2. IMPLEMENTATION METHOD

The type of research used in this method is quantitative research with a survey approach. Quantitative research aims to measure and analyze the relationship between variables that have been determined through numerical data collected from questionnaires. This research focuses on Halal MSME actors in Lhokseumawe City with a population consisting of 2,352 MSME units based on data from the Lhokseumawe City Cooperative Office. The sampling method used was using the Slovin formula with an error rate of 10%, which resulted in 96 samples.

This data collection technique uses the Likert scale to measure the variables used. The Likert Scale provides a more measurable picture of how much influence these factors have on the income of halal MSMEs. Data analysis was carried out using quantitative statistical methods with E-views tools to test the hypothesis that had been set. The researcher will use multiple linear regression to see the relationship between independent variables (QRIS use, Islamic financial literacy, Islamic financial inclusion, and promotion) and dependent variables (halal MSME income). With this method, the study aims to provide a deeper understanding of the influence of these various factors on the increase in income of halal MSME actors in Lhokseumawe City.

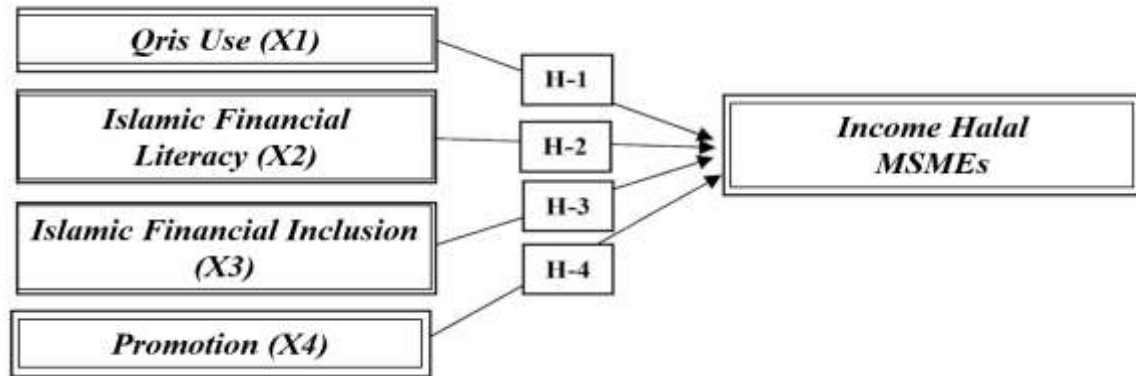


Figure. Research Concept Framework

3. RESULTS AND DISCUSSION RESULTS

Descriptive Statistics

Table
Descriptive Statistics of Research Variables

	Uses of QRIS	Sharia Financial Literacy	Sharia Financial Inclusion	Promotion	Income UMKM Halal
Mean	26.95833	55.07292	18.12500	38.79167	37.10417
Median	27.00000	55.00000	18.00000	40.00000	37.00000
Maximum	30.00000	60.00000	28.00000	50.00000	45.00000
Minimum	24.00000	52.00000	15.00000	29.00000	25.00000
Std. Dev.	1.973064	1.655897	1.784436	5.823576	4.102577
Skewness	0.107779	0.191056	1.654413	0.122934	-0.007016
Kurtosis	1.900104	2.938192	10.78844	2.280008	2.889272
Jarque-Bera Probability	5.024947 0.081067	0.599322 0.741070	286.4322 0.000000	2.315356 0.314215	0.049830 0.975393
Sum	2588.000	5287.000	1740.000	3724.000	3562.000
Sum Sq. Dev.	369.8333	260.4896	302.5000	3221.833	1598.958
Observations	96	96	96	96	96

Source: Data processed by Eviews 10, 2024

Validity Test Results

Table Validity Test Results

Variable	Question Items	R Calculate	R Table (5%)	Conclusion
Uses of QRIS (X1)	Item 1	0,642	> 0,1966	Valid
	Item 2	0,683	> 0,1966	Valid

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	Item 3	0,670	> 0,1966	Valid
	Item 4	0,482	> 0,1966	Valid
	Item 5	0,614	> 0,1966	Valid
	Item 6	0,724	> 0,1966	Valid
Sharia Financial Literacy (X2)	Item 1	0,108	> 0,1966	Valid
	Item 2	0,150	> 0,1966	Valid
	Item 3	0,274	> 0,1966	Valid
	Item 4	0,273	> 0,1966	Valid
	Item 5	0,215	> 0,1966	Valid
	Item 6	0,247	> 0,1966	Valid
	Item 7	0,316	> 0,1966	Valid
	Item 8	0,293	> 0,1966	Valid
	Item 9	0,246	> 0,1966	Valid
	Item 10	0,247	> 0,1966	Valid
	Item 11	0,201	> 0,1966	Valid
	Item 12	0,138	> 0,1966	Valid
Sharia Financial Inclusion (X3)	Item 1	0,488	> 0,1966	Valid
	Item 2	0,499	> 0,1966	Valid
	Item 3	0,596	> 0,1966	Valid
	Item 4	0,580	> 0,1966	Valid
Promotion (X4)	Item 1	3.565	> 0,1966	Valid
	Item 2	3.621	> 0,1966	Valid
	Item 3	3.236	> 0,1966	Valid
	Item 4	3.017	> 0,1966	Valid
	Item 5	3.282	> 0,1966	Valid
	Item 6	3.380	> 0,1966	Valid
	Item 7	3.795	> 0,1966	Valid
	Item 8	3.135	> 0,1966	Valid
	Item 9	3.221	> 0,1966	Valid

	Item 10	3.302	> 0,1966	Valid
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Based on Table 3.2, it is known that all statement items in the variables of using QRIS (X1), Sharia Financial Literacy (X2), Sharia Financial Inclusion (X3) and promotion (X4) are declared valid, because the value of r calculation is greater than r in the table.

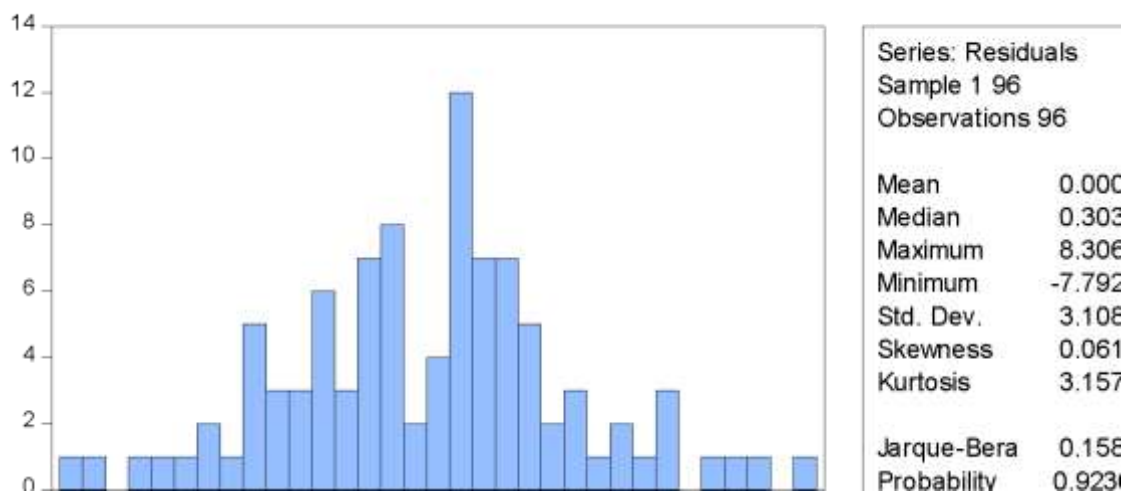
Reliability Test Results

Table Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Uses of QRIS (X1)	3,892	Reliabel
Sharia Financial Literacy (X2)	2,741	Reliabel
Sharia Financial Inclusion (X3)	3,184	Reliabel
Promosition (X4)	33,914	Reliabel

Classical Assumption Test Normality Test Results

**Figure
Hasil Normality Test**



The results of the Kolmogorov-Smirnov normality test showed that the probability value was $0.9431 > 0.05$, so the data was normally distributed.

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Multicollinearity Test Results

Table Multicollinearity Test Results

Variabel	Coefficien Variance	Uncentered VIF	Centered VIF
C	122.6129	1167.127	NA
Use of QRIS	0.034934	242.9481	1.281050
Sharia Financial Literacy	0.043384	1253.646	1.120545
Sharia Financial Inclusion	0.039742	125.4695	1.192039
Promotion	0.003353	49.10530	1.071282

Based on table 4.7, it is known that the results of the multicollinearity test show that the VIF value of the X1 variable is 1,281 < 10, the VIF value of the X2 variable is 1,120 < 10, and the VIF value of the X3 variable is 1,192 < 10, so it can be concluded that there are no symptoms of multicollinearity or pass the multicollinearity test.

Heteroscedasticity Test Results

Table Test White

Heteroskedasticity Test: White

F-statistic	1.388468	Prob. F(14,81)	0.1779
Obs*R-squared	18.57953	Prob. Chi-Square(14)	0.1816
Scaled explained SS	18.01001	Prob. Chi-Square(14)	0.2063

Based on table, it is known that the probability value of Obs*R-square is 0.1816. This is in accordance with the criteria of the white test, where the results of the white test have a probability value of Obs*R-square that is greater than the significance level (0.1816 > 0.05). Therefore, it can be concluded that the data do not have heteroscedasticity problems because their values exceed the established level of significance.

Multiple Linear Regression Equations

$$Y = a + \beta_1x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

$$Y = -21.182 + 0.3362 + 0.4660 + 0.5145 + 0.3669$$

Hypothesis Test Results

Table T-Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-21.18252	11.07307	-1.912976	0.0589
PENGUNAAN QRIS	0.336202	0.186907	1.798772	0.0754
LITERASI KEUANGAN SYARIAH	0.466003	0.208288	2.237304	0.0277
INKLUSI KEUANGAN SYARIAH	0.514524	0.199355	2.580944	0.0115
PROMOSI	0.366917	0.057909	6.336106	0.0000

The influence of independent variables on the dependent variables partially is as follows:

1. The t-value of the variable calculation of the use of QRIS (X1) is 1,798 > the t-value of the table is 1,984 and the prob value. which is $0.075 \leq 0.05$, then H0 is rejected and Ha is accepted, meaning that trust has an effect on the decision to donate.
2. The t-value of the Sharia Financial Literacy variable (X2) is 2,237 \geq the t-value of the table is 1.984 and the prob value. which is $0.027 \leq 0.05$, then H0 is rejected and Ha is accepted, meaning that security affects the decision to donate.
3. The t-value of the Sharia Financial Inclusion variable (X3) is 2,580 \geq the t-value of the table is 1,984 and the prob value. namely $0.011 \leq 0.05$, then H0 is rejected and Ha is accepted, meaning that Sharia Financial Inclusion has an effect on the Income of Halal MSME Actors.
4. The t-value of the Promotion variable (X4) is 6,336 \geq the t-value of the table is 1.984 and the prob value. namely $0.000 \leq 0.05$, then H0 is rejected and Ha is accepted, meaning that Sharia Financial Inclusion has an effect on the Income of Halal MSME Actors.

Test Result F

**Table
Test Result F**

R-squared	0.426024
Adjusted R-squared	0.400795
S.E. of regression	3.175738
Sum squared resid	917.7634
Log likelihood	-244.5825
F-statistic	16.88582
Prob(F-statistic)	0.000000

The F value is calculated as 16.88 > the F table is 2.699 and the sig. Namely $0.000 < 0.05$, then H0 is rejected and Ha is accepted, meaning that the use of QRIS, Sharia Financial Literacy, and Sharia Financial Inclusion has an effect on the Income of Halal MSME Actors.

Determination Coefficient Test Results (R2)

Table Determination Coefficient (R2) Results

R-squared	0.426024
Adjusted R-squared	0.400795

The value of the adj R square is 0.4007 or 40.07%, The value of the determination coefficient shows that the variables of QRIS Usage (X1), Sharia Financial Literacy (X2), Sharia Financial Inclusion (X3) and Promotion (X4) are able to explain the variable Income of Halal MSME Actors (Y) of 40.07%, while the remaining 59.93% is explained by other variables

DISCUSSION

The use of QRIS on the income of Halal MSME actors

The regression results on the variable of the use of QRIS on the income value of halal MSME actors show a value of 0.336202 with a t-statistic of 1.798772. This means that t-statistic < t-table (1.798772 < 1.984) and Prob. (0.0754 > 0.05). From these results, it can be concluded that the use of QRIS (X1) does not have a significant influence on the income value of halal MSME actors (Y). However, this study found several technical obstacles that can affect MSME income, such as bank administration costs, internet connectivity, and application technical problems. Costs such as merchant discount fees and bank administration can be factors that affect MSME profits. Although the use of QRIS is considered insignificant directly to the income of halal MSMEs, its use is still necessary because it provides benefits for the effectiveness and efficiency of transactions. QRIS makes it easier for businesses to accept cashless payments and reduces the need for large investments in QR code generation from various payment platforms. This research is in line with Nadhifa Alifia's (2024) research, which shows that the use of QRIS can increase MSME income through ease of operations and payment acceptance from various banks and digital service providers, which ultimately increases the efficiency and income of MSMEs.

Sharia Financial Literacy on the Income of Halal MSME Actors

The regression results on the Sharia Financial Literacy variable showed a value of 0.466003 with a t-statistic of 2.237304. This means that t-statistic > t-table (2.237304 > 1.984) and Prob. (0.0277 < 0.05), so it can be concluded that Sharia Financial Literacy (X2) has a significant effect on the income of halal MSME actors (Y). The higher the understanding of Islamic finance in halal MSME actors, the more likely they are to use Islamic financial products and, thus, increase their income. This shows that Islamic financial literacy plays an important role in better financial management and increased profitability. This study shows that MSME actors who have an understanding of financial management to achieve profits tend to use QRIS as an efficient and practical payment method. By accepting digital transactions through QRIS, MSME actors can reach more consumers who choose non-cash payments, thereby increasing transaction volume. In addition, the use of QRIS also makes it easier to record financial records automatically, helping MSMEs to better manage cash flow and maximize profits.

The results of this study are in line with the research of Mifta Novianti Putri (2022) which found that Islamic financial literacy has a positive and significant effect on the performance of MSMEs in Soreang District, Parepare, with a correlation value of 0.670. Another research by Reza Atik Indahal Khusnah and Musyafa' (2022) in Jepara Regency also supports this finding, where Islamic financial literacy is proven to have a significant influence on MSME business performance with a t count of 2,548 and a significance of 0.012. These two studies show that Islamic financial literacy not only improves the performance of MSMEs but also their income, along with improved financial management and better use of Islamic financial services.

Sharia Financial Inclusion on the Income of Halal MSME Actors

The regression results in the Sharia Financial Inclusion variable showed a value of 0.5145 with a t-statistic of 2.5809, which means that the t-statistic $>$ t-table ($2.5809 > 1.984$) and Prob. ($0.0754 < 0.05$). This shows that Sharia Financial Inclusion (X3) has a significant effect on the income of halal MSME actors. The higher the level of Islamic financial inclusion, the greater the opportunity for halal MSME actors to increase their income. Islamic financial inclusion is one of the main pillars in economic development that plays an important role in alleviating poverty, encouraging sustainable economic growth, and improving common welfare.

People's economic well-being is also influenced by the ease of access and widespread use of financial services, where financial inclusion provides opportunities for people to better manage their finances, increase savings, and plan for long-term investments. Research shows that financial inclusion contributes to improved economic well-being in various regions, including Lhokseumawe, as people can take advantage of financial services for daily needs, small businesses, and protection against financial risks. Islamic financial inclusion supports MSMEs in accessing financing, managing cash flow, and utilizing non-cash services such as QRIS to support their business growth. The results of the study are also in line with research conducted by (Wilda Dinda Pratiwi, 2022) which concluded that Sharia Financial Inclusion has an effect on MSME Financing and Economic Growth.

Promotion of Income of Halal MSME Actors

The regression results on the Promotion variable showed a value of 0.3669 with a t-statistic of 6.3361, which means that the t-statistic $>$ t-table ($6.3361 > 1.984$) and Prob. ($0.0000 < 0.05$). From these results, it can be concluded that promotion (X4) has a significant influence on the income of halal MSME actors. The higher the level of promotion carried out by halal MSME actors, the greater their chances of increasing income. The promotion of halal products is very important to build consumer awareness and trust in halal products, which ultimately contributes to increasing the income of halal MSMEs, this promotion can be an important strategy in attracting consumers. This study also emphasizes that promotion significantly affects the increase in MSME income, especially in the context of halal businesses, where consumer awareness and trust in halal products are key factors. One effective form of promotion is through public relations programs, which are designed to introduce Sharia Microfinance Institutions (MFIs). With the right strategy, MFIs can introduce Islamic financial services to the public, strengthen the image of the institution, and build consumer trust. Promotion through public relations not only increases consumers' understanding of the importance of Islamic financial products, but also encourages them to use the service. Ultimately, this will increase the income of MSMEs who collaborate with LKMS, as effective promotions expand market access and attract more consumers to take advantage of Islamic financial services that support their businesses.

This opinion is supported by the theory of Kotler and Armstrong (2019), which states that promotion, such as advertising, is a form of non-personal communication that can stimulate purchases through mass media. In addition, sales promotion is an effective communication tool in conveying messages to consumers and influencing purchase decisions. Public relations also plays an important role in building the image of a company or product. In the context of halal business, a strategic public relations program is able to introduce Sharia Microfinance Institutions (MFIs) to the public, strengthen consumer trust, and encourage the use of Islamic financial services which ultimately increases the income of halal MSMEs. Hasil penelitian ini menunjukkan bahwa *Promosi* (X4) berpengaruh positif dan signifikan terhadap Income Pelaku UMKM Halal (Y). Strategi Pengembangan usaha juga diperlukan dalam keberlangsungan UMKM, selain inovasi juga memerlukan pengembangan yang dapat diartikan sebagai keadaan dimana usaha berkembang atau tidak dilihat dari beberapa indikator yang dapat dijadikan pengukuran untuk menentukan usaha tersebut berkembang atau tidak yang sejalan dengan penelitian oleh Shyla Shinta Nur Haliza (2023).

4. CONCLUSION

The conclusion of this study is that overall the variables show that the use of QRIS does not have a significant influence on the income of halal MSME actors. Because technical constraints such as bank administration fees, internet connectivity, and application fees that can affect profits are also found. Although QRIS does not directly increase revenue, its benefits to transaction efficiency and effectiveness are still relevant, especially since QRIS facilitates cashless transactions without requiring large investments for QR codes from various platforms. Meanwhile, on the other hand, this study also found that Islamic financial literacy and Islamic financial inclusion play an important role in supporting halal MSME income, where increasing understanding and access to Islamic financial services can help MSMEs manage their finances better. In addition, effective promotion also has a significant influence on income, by building consumer trust through advertising and public relations programs that encourage the use of sharia products and services.

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