



ANALYSIS OF QRIS MERCHANT GROWTH AT BANK NAGARI, PASAR RAYA BRANCH, PADANG

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ABSTRACT

This study aims to analyze the implementation of the Quick Response Code Indonesian Standard (QRIS), the obstacles encountered in its implementation, and the growth of QRIS merchants at Bank Nagari Pasar Raya Branch in Padang City. This research uses a qualitative method with data collection techniques including interviews, observation, and documentation. The results show that the implementation of QRIS by Bank Nagari aims to support non-cash payment systems and increase transparency in payment collection, especially in the government sector such as retribution and administrative payments. In addition, QRIS is also used by various merchants including shops, traders, stalls, parking services, and tourist attractions. The benefit for Bank Nagari from implementing QRIS is the opening of merchant savings accounts and the application of a Merchant Discount Rate (MDR) fee of 0.6%. However, there are several obstacles in its implementation, such as the lack of understanding among merchants regarding the QRIS system, dissatisfaction with the 0.6% MDR fee, merchants' preference for cash transactions, and limited internet network access that disrupts transaction processes. Data on the growth of QRIS merchants at Bank Nagari Pasar Raya Branch in Padang City during the period 2020–2025 shows fluctuating development. The number of merchants experienced decreases and increases in several years, but in 2025 the number reached the highest level with 414 merchants. This indicates that the use of QRIS among business actors has begun to increase although it is still in the adjustment stage.

Keywords: Merchant QRIS Bank Nagari, digital payment system, merchant, Document Bank Nagari, Bank Nagari Pasar Raya.

Submit : 29th April 2026

Acceptance : 5th Mei 2026

INTRODUCTION

In operating a company, there are various essential elements that must be considered to ensure that organizational objectives can be achieved optimally. One of the primary objectives that cannot be overlooked is the attainment of customer satisfaction. To achieve this, companies require various supporting factors, among which technology plays a highly significant role. The presence of technology greatly contributes to enhancing a company's effectiveness as well as the quality of services provided to customers. The utilization of

technology in the business sector is not a new phenomenon. Over time, the technologies employed have continued to evolve, ranging from simple tools to more advanced and sophisticated systems. In the banking sector, technology is utilized to facilitate operational activities and financial transactions. Examples of such technologies include Automated Teller Machines (ATM), money counting machines, Electronic Data Capture (EDC), as well as computer systems and other supporting devices.

The implementation of these technologies has brought significant changes in the transaction mechanisms between banks and customers. ATM and EDC are among the early technologies widely used to support transaction activities, including cash withdrawals, payments, and interbank transfers. Although these technologies provide convenience, they still have limitations, such as requiring specific physical locations and the occurrence of queues during use. This condition highlights the need for more practical innovations, particularly in payment systems that directly interact with customers. The rapid development of digital technology, coupled with the increasing demand for fast and efficient services, has encouraged the banking sector to continuously adapt. One form of such adaptation is the provision of digital-based services such as SMS banking, internet banking, and mobile banking. These services enable customers to access banking products and services without the need to visit branch offices directly. Bank Indonesia. (2019)

The emergence of these digital services is closely linked to advancements in the communication industry, such as the evolution of mobile phones into smartphones and the increasing use of the internet among the public. With the support of smartphones and internet connectivity, customers can now conduct various transactions through their personal devices, making the process more convenient and flexible. However, not all digital needs can be fully met by the banking sector. Limitations in developing technology-based services have led to the emergence of alternative solutions such as digital wallets and third-party payment service providers. These services offer convenience and wider accessibility due to their digital-based systems. On the other hand, the rapid growth of digital wallets also poses potential challenges, particularly in terms of supervision and the security of the financial system. If not properly managed and monitored, this situation may give rise to various risks within the financial services sector. In response to these developments, Bank Indonesia as the payment system authority introduced an innovation by launching the Quick Response Code Indonesian Standard (QRIS) during the 74th anniversary of Indonesia in 2019. QRIS is a national QR code-based payment standard aimed at integrating various digital payment methods into a single unified system. Bank Indonesia. (2019)

Through the implementation of QRIS, non-cash transactions are expected to become simpler, faster, and more secure. This policy is also part of the implementation of the Indonesian Payment System Vision 2025, which had been previously designed. QRIS is intended to be accessible to all segments of society, including both small and large business actors, thereby supporting financial inclusion in Indonesia. The use of QRIS does not require specialized equipment such as specific machines; instead, transactions can be completed simply by scanning a QR code using a smartphone. This system has also proven beneficial in facilitating contactless transactions, particularly during the COVID-19 pandemic, when physical interactions needed to be minimized. Among the various banks operating in Indonesia, Bank Nagari is one of the banks that has obtained official



authorization from Bank Indonesia to issue QRIS. In fact, Bank Nagari became the first Regional Development Bank outside Java and Bali to receive such authorization. In the Bukittinggi area, particularly among merchants and business actors, the use of QRIS has shown development over time. This development began after Bank Nagari obtained permission to issue QRIS on February 5, 2020. Bank Indonesia. (2019)

The Quick Response Code Indonesian Standard (QRIS), commonly pronounced “Kris,” is a QR code payment standard established by Bank Indonesia to facilitate payment transactions in Indonesia. QRIS was developed collaboratively by the payment system industry and Bank Indonesia to ensure that QR code-based transactions are faster, easier, more affordable, secure, and reliable. All Payment Service Providers (PSPs) that utilize QR code payments are required to implement QRIS. Currently, all payment transactions can be facilitated using a single standardized QR code, namely QRIS, regardless of the payment instruments used by customers. QRIS is considered a game changer in digital payments, aimed at promoting financial inclusion and cross-border payment connectivity. Bank Indonesia. (2019).

The standardization of QR codes through QRIS provides numerous benefits, including:

For Payment Application Users:

- a. Provides fast and modern transaction services.
- b. Eliminates the need to carry cash.
- c. Removes confusion regarding which QR code is used for payment.
- d. Ensures security, as all QRIS Payment Service Providers (PSPs) are officially licensed and supervised by Bank Indonesia.

For Merchants:

- a. Has the potential to increase sales, as it enables the acceptance of payments from any QR-based application.
- b. Enhances business branding and image.
- c. Reflects modern and up-to-date business practices.
- d. More practical, as it only requires a single QRIS code.
- e. Reduces cash management costs.
- f. Minimizes the risk of counterfeit money.
- g. Eliminates the need to provide change.
- h. Transactions are automatically recorded and can be accessed at any time.
- i. Separates business finances from personal funds.
- j. Facilitates reconciliation and reduces the risk of fraud associated with cash transactions.
- k. Contributes to the development of a credit profile, thereby facilitating access to future financing.

Primary Function of QRIS for Merchants :

The primary function of QRIS for merchants is to facilitate the acceptance of non-cash payments instantly, securely, and efficiently from various digital wallet and mobile banking applications through a single standardized QR code. This system simplifies automated bookkeeping, eliminates the risk of counterfeit money, accelerates transaction processes, and enables merchants to reach a wider segment of digital (cashless) customers.

Key Functions of QRIS for Merchants (Sellers):

- a. Payment Standardization: A single QR code enables merchants to accept payments from various applications, such as GoPay, OVO, DANA, LinkAja, and mobile banking services.
- b. Automatic Recording (Real-Time): Transactions are recorded digitally in real time, facilitating the monitoring of daily revenue.
- c. Security and Efficiency: Minimizes risks such as counterfeit money and cash loss, while simplifying operational processes by eliminating the need to provide change.
- d. Faster Transactions: The scan-and-pay process accelerates transactions and reduces queues at checkout counters.
- e. Business Analysis: Provides easy access to transaction history, supporting sales analysis and business decision-making.
- f. Digital Inclusion: Supports small and medium enterprises (UMKM) in adopting digital systems and enhances customer trust.

Banks play a highly significant role in supporting societal mobility. They are not merely institutions for savings and lending; rather, they have evolved into major institutions capable of encompassing a wide range of financial activities within society. As formal financial institutions, banks provide a relatively high level of security in conducting financial transactions. Consequently, the increasing dependence of society on the functions of banks and other financial institutions indicates that banking has become an essential necessity within the community (Kasmir, 2010:1).

1. Banking

Banks are defined under *Law Number 10 of 1998*, which amends *Law Number 7 of 1992 concerning Banking*, as “business entities that collect funds from the public in the form of deposits and redistribute them to the public in the form of credit and/or other forms.”

- a. Commercial Banks Commercial banks are defined as banks that conduct business activities either conventionally or based on Sharia principles, and in their operations provide services in the payment system. The business activities that may be carried out by commercial banks include:
 1. Collecting funds from the public in the form of deposits, such as demand deposits, time deposits, certificates of deposit, savings accounts, or other equivalent forms.



2. Providing credit, issuing debt acknowledgments, and buying, selling, or guaranteeing at their own risk or on behalf of and at the instruction of their customers.
 3. Acting as founders and administrators of pension funds in accordance with the provisions of applicable pension fund regulations.
- b. Regional Development Bank of West Sumatra (Bank Pembangunan Daerah Sumatera Barat) This type of bank is defined as a financial institution owned by the regional government or a corporate entity, whose primary function is to provide credit or loans to its customers or debtors. These banks primarily focus on financing customers in productive sectors, such as businesses and other productive activities.

The business activities that may be carried out include:

- a. Collecting funds from the public in the form of deposits, such as time deposits, savings, or other equivalent forms.
- b. Providing credit.
- c. Offering financing and fund placement based on Sharia principles in accordance with regulations established by Bank Indonesia.

Banking Services

According to Susanto (2019), in addition to performing their function as intermediaries between parties in need of funds (*deficit units*) and those with excess funds (*surplus units*), banks also provide a variety of banking services. Services are essentially intangible in nature, meaning they cannot be physically seen by either the provider or the recipient. They can be classified as forms of assistance that facilitate users in carrying out their activities. According to Nasution (2016), services encompass all economic activities whose outputs are not in the form of physical products or constructions. These activities are typically consumed simultaneously with their production and provide added value or solutions to problems faced by consumers. Furthermore, Jasfar (2014) explains that services are actions or activities in the form of intangible offerings, where users experience the benefits of the services provided. In the banking sector, services refer to forms of assistance that facilitate the public in conducting both financial and non-financial transactions. Fundamentally, banks perform three primary functions: collecting funds from customers, distributing funds in the form of credit, and providing services in the form of financial transaction facilities.

According to *Law Number 7 of 1992 concerning Banking*, as amended by *Law Number 10 of 1998*, a bank is defined as a business entity that collects funds from the public in the form of deposits and redistributes them to the public in the form of credit and/or other financing in order to improve the standard of living of the general population. Additionally, based on the Decree of the Minister of Finance of the Republic of Indonesia Number 792 of 1990, a bank is an entity engaged in financial activities that collects and

distributes funds to the public, particularly for the purpose of financing corporate investments.

RESEARCH METHOD

I analyze the growth by comparing the number of QRIS merchants from year to year, $\text{QRIS Merchant Growth} = \frac{X_1 - X_2}{X_1} \times 100\%$, I use annual data on QRIS merchant growth, and the data required for this study consist of yearly QRIS merchant figures at PT Bank Nagari, Pasar Raya Branch.

RESULTS AND DISCUSSION

The Quick Response Code Indonesian Standard (QRIS) is one of the services provided by Bank Nagari to assist customers in conducting non-cash transactions. With the implementation of QRIS, customers no longer need to worry when making payments if they lack sufficient cash. Furthermore, QRIS supports the development of a cashless payment culture within society following its introduction by Bank Indonesia on August 17, 2019, and its nationwide implementation starting January 1, 2020.

Implementation of Quick Response Code Indonesian Standard (QRIS)

In implementing the Quick Response Code Indonesian Standard (QRIS), Bank Nagari places significant emphasis on payments collected by government institutions to prevent the misappropriation of funds. Examples include retribution payments collected by trade offices and administrative payments within government agencies. Through the implementation of QRIS, regional revenue can be managed more effectively and transparently.

Moreover, the application of QRIS by Bank Nagari is not limited to the government sector but has also expanded to various other sectors. QRIS can be utilized across retail stores, traders, small shops, parking services, tourism ticketing, and donation activities at merchants displaying the QRIS logo. This facilitates non-cash transactions and enhances the quality of services provided by Bank Nagari.

The benefits gained by Bank Nagari from the implementation of QRIS include the opening of savings accounts to accommodate funds generated from merchant transactions. Additionally, Bank Nagari applies a fee known as the Merchant Discount Rate (MDR) at a rate of 0.6%.

2. Challenges in the Implementation of Quick Response Code Indonesian Standard (QRIS)

Several challenges are encountered in the implementation of the QRIS system, particularly among small and medium enterprises (SMEs). One of the main obstacles is the limited understanding among merchants regarding how the QRIS payment system operates.



The imposition of a 0.6% Merchant Discount Rate (MDR) has also led to dissatisfaction among some merchants, as it reduces their daily income. Furthermore, many merchants still prefer cash transactions, as cash receipts can be immediately used to restock goods without requiring withdrawal processes.

In addition, inadequate internet connectivity in certain areas often disrupts QRIS transaction processes. The difficulty in implementing the QRIS system among some merchants is largely attributed to their limited knowledge and understanding of the system.

Growth of QRIS Merchants

Based on data collected since the initial implementation of the Quick Response Code Indonesian Standard (QRIS) over a five-year period, the following data were obtained:

Table 1. Growth in the Number of QRIS Merchants from 2020 to 2025 at Bank Nagari Pasar Raya Branch, Padang City

Year	Merchant(in hundreds of thousands)
2020	412
2021	267
2022	395
2023	301
2024	296
2025	414

Source: Data from Bank Nagari Pasar Raya Branch

Based on data obtained from Bank Nagari Pasar Raya Branch, Padang City, the number of QRIS merchants during the 2020–2025 period exhibited a fluctuating trend. In 2020, the number of merchants was recorded at 412. In 2021, there was a decline to 267 merchants, representing a decrease of 145 merchants compared to the previous year. In 2022, the number of merchants increased again to 395, reflecting an addition of 128 merchants compared to 2021. This indicates a recovery and renewed growth in the use of QRIS among business actors. However, in 2023, the number declined again to 301 merchants, representing a decrease of 94 merchants from 2022. The decline continued in 2024, reaching 296 merchants, although the decrease was relatively small, with a difference of only 5 merchants compared to the previous year. In 2025, there was a significant increase, with the number of merchants reaching 414. This represents an increase of 118 merchants compared to 2024 and constitutes the highest figure during the study period.

Overall, the data indicate that the growth of QRIS merchants at Bank Nagari Pasar Raya Branch, Padang City, has not yet been stable, as it experienced both increases and decreases over several years. Nevertheless, by the end of the study period, a positive development can be observed, as the number of merchants in 2025 exceeded that of 2020. This suggests that the use of QRIS among business actors has begun to increase once again.

In the author's view, the data on QRIS merchant growth at Bank Nagari Pasar Raya Branch, Padang City, reflects a condition that is not yet fully stable. The fluctuation in the number of merchants from year to year indicates that the adoption of QRIS by business actors is still in the adjustment phase.

CONCLUSION

Based on the analysis and evaluation of data on the number of QRIS merchants at Bank Nagari Pasar Raya Branch, Padang City, from 2020 to 2025, it can be concluded that the development of merchant numbers demonstrates a fluctuating pattern each year. The number of merchants did not increase consistently, but instead experienced declines in certain periods before rising again in subsequent years.

The decreases observed in several periods indicate that the implementation of QRIS still faces various challenges, both in terms of merchants' business conditions and other supporting factors. However, in 2025, the number of merchants was recorded to be higher than in previous years, indicating a notable improvement and positive development.

Therefore, it can be concluded that although the growth of QRIS merchants has not been consistent, there is an overall positive trend at the end of the study period. This suggests that the use of QRIS within Bank Nagari Pasar Raya Branch, Padang City, still has significant potential for further growth in the future.

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to PT Bank Nagari, Pasar Raya Branch, Padang City, for the opportunity, support, and assistance provided during the completion of this thesis. I also extend my appreciation to all staff and related parties at PT Bank Nagari who have contributed valuable data, information, and guidance, which greatly supported the successful completion of this research. I sincerely hope that this study will provide meaningful insights and serve as a useful reference for the development of services, particularly in relation to the growth of QRIS merchants in the future.

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