

CHAPTER V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the analysis in the previous chapter, the following conclusions can be drawn:

1. The perceived convenience variable has a positive and significant influence on consumer buying interest in the Pasar Minggu GOR Satria Purwokerto, because Pasar Minggu GOR Satria Purwokerto consumers prefer MSMEs that have more practical and easy services. Consumers in Pasar Minggu GOR Satria Purwokerto come to CFD for a vacation with their families where the perceived convenience of QRIS greatly influences consumers in Pasar Minggu GOR Satria Purwokerto to choose MSMEs that provide QRIS services because of their perceived convenience.
2. The perceived speed variable has a positive and significant influence on consumer buying interest in the Pasar Minggu, Purwokerto Satria GOR, because consumers in the Minggu Market, Purwokerto Satria GOR, have many visitors where they prefer MSMEs that provide QRIS to be more time efficient because by using QRIS sellers and buyers do not need to look for change which is often done in cash transactions. Hence, consumers prefer

MSMEs that provide QRIS services because they can be more time efficient.

3. The perceived security variable does not have a positive and insignificant effect on consumer buying interest in the Pasar Minggon GOR Satria Purwokerto, because consumers have not felt the direct impact on the form of fraud or any form of crime on the use of QRIS that harms them, so consumers ignore the perception of security in the use of QRIS.
4. The promotion variable has a positive and significant influence on consumer buying interest in the Pasar Minggon GOR Satria Purwokerto, because in the Pasar Minggon GOR Satria Purwokerto there are many MSMEs that sell the same products, so the competition there is very tight, where MSMEs must further improve or use attractive promotions to attract consumers at the Minggon Purwokerto Market. So, MSMEs at Pasar Minggon GOR Satria Purwokerto compete more in the way they promote their products, not in price.
5. The price variable does not have a positive and insignificant effect on consumer buying interest in Pasar Minggon GOR Satria Purwokerto, because at Pasar Minggon GOR Satria Purwokerto, visitors who come are already intended for a vacation where they already know about the price of events at Pasar Minggon Purwokerto and price competition there is very tight because many

of the same products are sold between MSMEs, so consumers at Pasar Mionggon Purwokerto do not care about prices at Pasar Minggon GOR Satria Purwokerto.

B. Implications

Some implications that can be taken from the results of the research analysis that has been explained are as follows:

1. The need for MSMEs in Pasar Minggon GOR Satria Purwokerto for them to provide QRIS because the perceived ease of use of QRIS can increase people's buying interest, and for BI to continue to improve QRIS services to continue to be better so that consumers and MSMEs in Pasar Minggon Purwokerto who use QRIS.
2. The speed of using QRIS can affect consumer buying interest because in Purwokerto Minggon Market there are many consumers so consumers choose MSMEs that provide good service and can be fast, for example in MSMEs that use QRIS.
3. The need for increased promotion of MSMEs in Pasar Minggon GOR Satria Purwokerto because the competition between MSME players is very high, which in Pasar Minggon Purwokerto there are many of the same products sold by MSMEs so they need to compete by increasing promotion to attract consumer interest in Pasar Minggon GOR Satria Purwokerto.

C. Research Limitations

There are limitations where in this study researchers cannot provide a definite population, because researchers cannot calculate the number of consumers at the Minggon GOR Satria Purwokerto Market which is very large in number, so researchers made a sample in this study using the formula from Lemeshow and got a sample of 100 respondents. Thus, the researcher hopes that further research can continue the research using a larger sample.

