## THESIS - MBKM

## THE INFLUENCE OF THE USE OF QRIS, PROMOTION, AND PRICE ON CONSUMER BUYING INTEREST IN MSMEs IN THE PASAR MINGGON GOR SATRIA PURWOKERTO



By: YUSNIZA GITA RAMADANI NIM. C1G021010

MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY UNIVERSITY OF JENDERAL SOEDIRMAN FACULTY OF ECONOMICS AND BUSINESS MAJORING IN ECONOMICS AND DEVELOPMENT STUDIES PURWOKERTO 2024