

# Phenomenon Cashless Society and Digitalization of Menu Based QR Code As a Determining Factor in Purchasing Decisions at Ichiban Sushi Pekalongan

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## ABSTRACT

The transformation towards a digital era has significantly influenced consumer behavior, particularly in the food and beverage sector. The increasing adoption of cashless transactions and QR code-based digital menus reflects a shift in consumer preferences toward efficiency, convenience, and minimal physical interaction. This study aims to examine the influence of the cashless society phenomenon and digitalization of menus based on QR codes on purchasing decisions at Ichiban Sushi Pekalongan. A quantitative approach with a survey method was employed, involving 53 respondents selected through purposive sampling consumers who had used both non-cash payment methods and QR code-based menus. The research instrument was tested for validity and reliability using standard statistical procedures. Data were analyzed using multiple linear regression. The results indicate that both the cashless society ( $t = 2.734$ ,  $p = 0.009$ ) and digital menu QR code usage ( $t = 5.561$ ,  $p = 0.000$ ) have a positive and significant effect on purchasing decisions. The model explains 74.7% of the variance in purchasing decisions ( $R^2 = 0.747$ ). These findings highlight the importance of digital service innovation in enhancing customer experience and decision-making. Theoretically, this study enriches the discourse on digital consumer behavior and supports the relevance of digitalization strategies in contemporary marketing practices.

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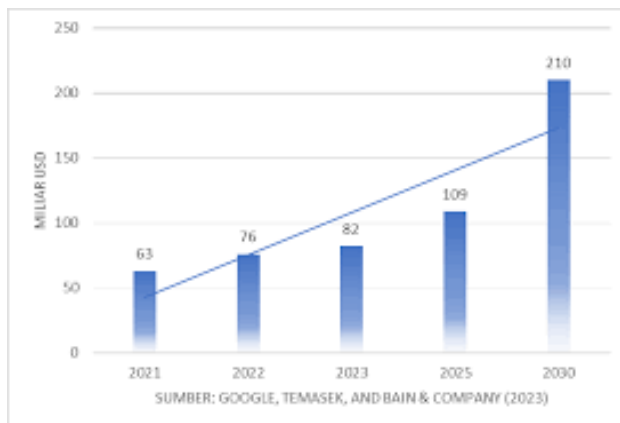
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## 1. Introduction

The rapid advancement of digital technology has transformed various aspects of daily life, including consumer behavior and business operations (Fadilla, 2022). In recent years, one of the most prominent trends is the emergence of a cashless society, where financial transactions are increasingly conducted through non-cash methods such as mobile banking, e-wallets, and QR codes (Rahmayanti, 2020). This shift offers several advantages such as convenience, speed, and enhanced security while also reducing the need for physical cash circulation and counterfeit risks (Tumpal Manik, 2019).

Bank Indonesia (2021) reported a consistent rise in non-cash transactions, particularly accelerated by the COVID-19 pandemic. This behavioral change reflects a growing consumer preference for digital solutions that are safe, efficient, and contactless (Siregar & Amalia, 2020). Supporting this trend, projections by Google, Temasek, and Bain & Company cited in INDEF (2023) estimate Indonesia's digital economy value to reach USD 82 billion in 2023 a significant 8% increase from the previous year.

**Figure 1.** Projection of Indonesia's Digital Economy Value (GMV)



In the food and beverage (F&B) sector, digitalization plays a vital role in enhancing customer satisfaction and operational efficiency. One of the emerging innovations is the use of QR code-based digital menus. This system enables customers to browse menus, place orders, and make payments directly via their smartphones minimizing physical contact and improving service speed and accuracy (Putra & Wibowo, 2021; Rachmawati et al., 2021).

Ichiban Sushi Pekalongan represents a restaurant that has adopted both cashless payment systems and QR code-based menu ordering. These digital strategies align with modern consumer expectations that emphasize speed, practicality, and minimal friction during dining experiences (Saputro et al., 2022). However, the specific impact of these two innovations on consumer purchasing decisions at Ichiban Sushi remains underexplored.

Previous studies (Abigail et al., 2024; Anggira & Nurfebriani, 2020; Wahyudi & Rahmadi, 2019) have shown that both cashless payment systems and digitalization positively influence purchasing behavior. However, few have examined these two variables simultaneously in a single integrated model. Theoretically, this study is supported by the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), which suggest that perceived ease of use, usefulness, and behavioral intention are key factors influencing adoption and decision-making.

Research on digital ordering systems/menu digitization that utilizes QR Code in the restaurant sector specifically, especially at Ichiban Sushi Pekalongan, is still very limited. Several previous studies have only focused on one aspect, for example the use of e-wallets or the use of digital systems, without combining two main factors simultaneously, namely the Phenomenon cashless society as an environmental factor that drives consumer non-cash behavior. While digitalization of QR Code-based menus of as a service innovation that can influence purchase experience and decision.

This gap indicates the need for research into how factors from cashless society and digitalization of menus based on QR Code simultaneously play a role as a determining factor in purchasing decisions for consumers of Ichiban Sushi Pekalongan. This study is important to provide a deeper

understanding of consumer behavior in the digital era, as well as being the basis for developing more effective service and marketing strategies in the restaurant sector. This study aims to analyze the simultaneous influence of the cashless society phenomenon and digital menu digitalization on purchasing decisions at Ichiban Sushi Pekalongan. The findings are expected to provide both practical insights for restaurant service improvements and theoretical contributions to the fields of digital consumer behavior and marketing innovation.

## 2. Literature Review

### Cashless Society

The concept of a cashless society refers to an economic condition where transactions are conducted primarily through electronic or digital methods rather than using physical cash (Chakravorti & Mazzotta, 2016). This shift reflects changes in consumer behavior driven by convenience, security, and technological accessibility.

Researchers have identified several indicators that characterize consumer inclination toward cashless transactions. According to Ramandati et al. (2021), these include: 1) Interest in non-cash transactions, a preference for digital payment tools, 2) Ease of use, perceived simplicity in using the technology, 3) Perceived benefits, belief that digital tools offer performance advantages.

Alternatively, Sekty (2024) proposed a more contextualized set of indicators relevant to Indonesian consumers, which include hygiene, practicality, time and location flexibility, security, ease of financial control, and promotional incentives. While both perspectives highlight different dimensions, they underscore the idea that cashless systems are not only technological innovations but also social constructs shaped by perceived utility and behavioral intention core elements of the Technology Acceptance Model (TAM).

### Menu Digitalization via QR Code

Digitalization of services in the F&B sector is a growing trend aimed at improving service speed, accuracy, and customer satisfaction. It involves the application of digital technology to enhance service delivery and customer interaction (Triana et al., 2023; Caron & Markusen, 2016). Specifically, the use of QR code-based digital menus has accelerated during the COVID-19 pandemic as a contactless solution (Ayu et al., 2024). This system allows customers to scan a QR code—typically placed at tables to access a digital menu, place orders, and even complete transactions via mobile devices.

Lestari (2021) outlines six indicators of digital service quality that are particularly relevant to QR code implementation: 1) Efficiency (usability): user-friendliness of the system, 2) Reliability is consistent and accurate service, 3) Fulfillment is alignment of service delivery with promises, 4) Privacy is safeguarding customer data, 5) Responsiveness is prompt resolution of user issues, 6) Contact accessibility is ease of reaching customer support. Rather than focusing on the technical structure of QR codes (e.g., black-and-white modules), research emphasizes the user experience and perceived value again aligning with TAM's constructs of usefulness and ease of use. Additionally, TPB (Theory of Planned Behavior) supports the notion that behavior toward digital menus is influenced by attitudes, social norms, and perceived behavioral control.

### Purchase Decision

The consumer purchase decision is a core construct in marketing and consumer behavior, referring to the process by which individuals select, evaluate, and buy products or services (Abdul

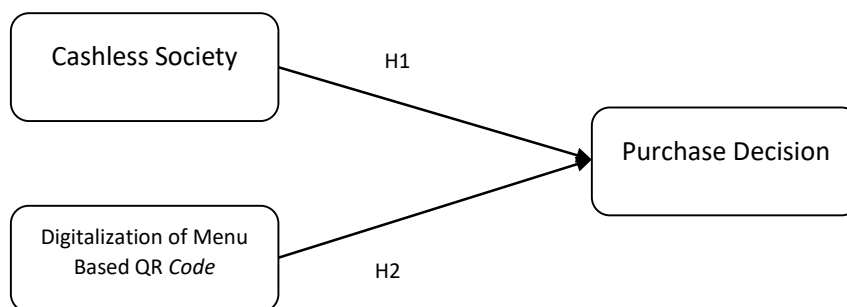
Kohar Septyadi et al., 2022). Kotler (2016) identifies five key dimensions of purchase decisions: 1) Product selection, 2) Brand consideration, 3) Purchase channel, 4) Timing: determining when to make the purchase, 5) Quantity. These indicators serve as outcome variables in evaluating the influence of digital factors (e.g., cashless systems and menu digitalization) on consumer behavior. Studies such as Wahyudi & Rahmadi (2019) and Anggira & Nurfebiaraning (2020) have found that digitalization and cashless trends significantly influence these decision components.

### 3. Data Analysis Methods

This study employed a quantitative research approach using a survey method to analyze the influence of the cashless society phenomenon and digital menu QR code implementation on purchasing decisions at Ichiban Sushi Pekalongan. The population consisted of consumers who had experience using both cashless payments and QR code-based digital menus at the restaurant. A purposive sampling technique was applied, targeting individuals who met specific criteria. A total of 53 respondents were included in the final sample. Although this sample offers useful insights, the relatively small size may limit the statistical power and generalizability of the findings.

Data were collected through a structured questionnaire measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Instrument validity was tested using Pearson correlation ( $r > 0.270$ ), and reliability was confirmed with Cronbach's Alpha  $> 0.60$  for all variables. Analysis was conducted using SPSS version 20, including classical assumption testing (normality via Kolmogorov-Smirnov, multicollinearity via VIF, and heteroscedasticity via scatterplot), followed by multiple linear regression analysis. T-tests assessed the partial effect of each independent variable, the F-test evaluated the overall model fit, and the  $R^2$  value indicated the proportion of explained variance in purchasing decisions.

**Figure 2.** Thinking Framework



#### **Influence Cashless Society to the Purchase Decision**

Research by Anggira & Nur Febrianing, 2020 stated that lifestyle cashless partially influences purchasing decisions. This is due to the fact that cashless is a change in a person's lifestyle in making payments/transactions using digital media that is more practical and modern, thus giving rise to a purchasing decision by a person.

**H1 : Cashless Society has a positive and significant influence on Purchasing Decisions.**

#### **The Impact of Digitalization of Menus Based on QR Code to the Purchase Decision**

Wahyudi & Rahmadi's research, 2019 explains that with the development and innovation of digitalization in various sectors in this modern era, it can increase consumer satisfaction. Digitalization in service quality and product quality thus gives rise to consumer purchasing decisions.

## H2 : Menu based digitalization QR Code has a positive and significant influence on Purchasing Decisions.

### 4. Result and Discussion

#### Validity Test

Validity testing is carried out to determine whether the instrument (questionnaire) can measure the variables studied accurately in a study. If the calculated r value is greater than the table r value and the value is positive, then the item or statement or indicator is declared valid. The results of the test Validity is as follows:

**Table 1.** Validity Test

Variabel Penelitian	Butir Pernyataan dalam Kuesioner	Koefisien Korelasi ( r hitung )	Nilai Kritis ( r tabel )	Taraf Sig. ( a = 0.05 )	Keterangan
<i>Cashless Society</i> ( X1 )	X1_1	0,740	0,270	0,05	Valid
	X1_2	0,743	0,270	0,05	Valid
	X1_3	0,818	0,270	0,05	Valid
	X1_4	0,807	0,270	0,05	Valid
	X1_5	0,657	0,270	0,05	Valid
	X1_6	0,630	0,270	0,05	Valid
Digitalisasi Menu Berbasis QR Code ( X2 )	X2_1	0,835	0,270	0,05	Valid
	X2_2	0,834	0,270	0,05	Valid
	X2_3	0,809	0,270	0,05	Valid
	X2_4	0,835	0,270	0,05	Valid
	X2_5	0,843	0,270	0,05	Valid
	X2_6	0,734	0,270	0,05	Valid
Keputusan Pembelian ( Y )	Y_1	0,902	0,270	0,05	Valid
	Y_2	0,663	0,270	0,05	Valid
	Y_3	0,817	0,270	0,05	Valid
	Y_4	0,830	0,270	0,05	Valid
	Y_5	0,674	0,270	0,05	Valid

Source : SPSS version 20

From the table above, it can be seen that of the three variables used in this study consisting of 19 statement items have a correlation coefficient value (r count) greater than the critical value (r table), which means that each statement item in each variable is valid. The way to obtain the r table value is by using the formula  $df = n - 2$  (n = number of respondents), then  $53 - 2 = 51$ , then the number 51 is searched for its value in the r table, and the r table value is obtained as 0.270. It is said to be valid if the r-count value > r-table.

#### Reliability Test

This Reliability Test is intended to determine whether the instrument used in the study is a reliable, consistent and stable instrument, or in other words if used several times to measure the same object will produce the same data. The level of reliability of a research variable can be seen from the results of the Cronbach's Alpha ( $\alpha$ ) statistics. A variable is said to be reliable if it provides a Cronbach's Alpha value > 0.60. The results of the reliability test conducted on this research instrument can be seen in the table below.

**Table 2.** Realibility Test

Variabel Penelitian	Cronbach's Alpha	Alpha Pemanding	Keterangan
<i>Cashless Society</i>	0,827	0,60	Reliabel
Digitalisasi Menu Berbasis QR Code	0,896	0,60	Reliabel
Keputusan Pembelian	0,824	0,60	Reliabel

From the table above, it can be seen that all instruments (research variables) used in this study

are declared Reliable, because the Cronbach's Alpha value of each variable is greater than the comparative Alpha. Therefore, it can be concluded that all variables in this study are reliable and have good measurement consistency so that they can continue to be used for further research.

### Classical Assumption Test

#### Normality Test

**Table 3.** Normality Test

	Unstandardized Residual	Standart	Description
Asymp. Sig. (2-tailed)	0.453 <sup>c,d</sup>	0,05	Normal

Source : SPSS version 20

Based on the results in the table above, it shows that the significance value is  $0.200 > 0.05$ , which means it has a normal distribution.

#### Multikolinierity Test Result

**Table 4.** Multikolinierity test result

Variable	Tolerance	VIF
Cashless Society	0,988	1,012
Digitalization of Menu Based QR Code	0,988	1,012

Source: Output SPSS processed by researchers, 2025

Based on the table above, it shows that the limit tolerance on each variable is more than 0.10 or  $> 0.10$  and the VIF limit is  $< 10.00$ , then it can be concluded that there is no multicollinearity among the independent variables.

#### Heteroskedastisity Test Result

**Table 5.** Glejser test result

Variable	Significance	Standart
(Constant)	0,000	0,05
Cashless Society	0,282	0,05
Digitalization of Menu Based QR Code	0,265	0,05

Source: Output SPSS processed by researchers, 2025

From the table above, the results of the Glejser test show that the sig. the value of each variable is greater than 0.05 ( $p > 0.05$ ). So overall it can be concluded that there is no heteroscedasticity problem.

#### Model Feasibility Test Results

**Table 6.** Model Feasibility Test Results

Model	F	Significance	Description
Regression	49,728	0.000 <sup>b</sup>	Suitable

Source: Output SPSS processed by researchers, 2025

Based on the table above, the F test results produce an F value of 49,728 with a significance value of 0.000. This significance value is smaller than 0.05, therefore it shows that the regression model in this study is suitable for use in hypothesis testing.

## Multiple Linear Regression Analysis Results

**Table 7.** Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Description
(Constant)	3,125	1,413	Positive
Cashless Society	0,249	0,088	Positive
Digitalization of Menu Based QR Code	0,471	0,085	Positive

Source: Output SPSS processed by researchers, 2025

$$Y = \alpha + \beta X_1 + \beta X_2 + \epsilon \quad (1)$$

$$Y = 3,125 + 0,240 X_1 + 0,471 X_2 + e$$

$\alpha$  = 3,125 is the constant value of the regression equation which has a positive value, meaning that if Cashless Society and Digitalization of Menu Based QR Code are equal to zero (0), Purchasing Decisions n will increase by 3,125.

$\beta_1$  = 0,240 shows a positive influence which means that if Cashless Society increases by 1% then Purchasing Decisions will increase by 0,240.

$\beta_2$  = 0,471 shows a positive influence which means that if Digitalization of Menu Based QR Code increases by 1% then Purchasing Decisions will increase by 0.471.

### T test result (Parcial)

**Table 8.** t test result (parcial)

Variable	T	Sig.	Description
Cashless Society	2,734	0,009	Significant
Digitalization of Menu Based QR Code	5,561	0,000	Significant

Source: Output SPSS processed by researchers, 2025

Hypothesis test of Cashless Society (X1) on Purchasing Decisions (Y) through the calculation results that have been obtained that the level of significance  $< 0.05$  ( $0.002 < 0.05$ ). This shows that the Cashless Society variable has a significant effect on Purchasing Decisions. So H0 is rejected and H1 is accepted.

Hypothesis test of Digitalization of Menu Based QR Code (X2) on Purchasing Decisions (Y) through the calculation results that have been obtained that the level of significance  $< 0.05$  ( $0.001 < 0.05$ ). This shows that the Digitalization of Menu Based QR Code variable has a significant effect on Purchasing Decisions. So H0 is rejected and H2 is accepted.

### Results of the Determination Coefficient (R<sup>2</sup>) Test

**Table 15.** Results of the Determination Coefficient (R<sup>2</sup>) Test

R	R Square	Adjusted R Square	Percentage Reminder	Description
0.864a	0,747	0,737	73,7%	26,3% Quite Strong

Source: Output SPSS processed by researchers, 2025

Based on the table above, the values obtained are adjusted *r square* of 0.737, which shows that Purchasing Decisions is influenced by Cashless Society and Digitalization of Menu Based QR Code by 73.7%, while the remaining 26.3% is influenced by other variables not examined in this study.

## Discussion

### The Influence Test Cashless Society On Purchasing Decisions

The results of the t-test show that the cashless society variable (X1) has a significant effect on purchasing decisions (Y), with a p-value of 0.009 ( $< 0.05$ ) and a t-value of 2.734, which exceeds the critical value of 2.008. This finding confirms the acceptance of hypothesis H1. The influence of cashless behavior is reflected through indicators such as hygiene, practicality, security, and ease of financial control—as perceived by Ichiban Sushi consumers. These results are consistent with previous studies by Abigail et al. (2024) and Anggira & Nur Febrianing (2020), both of which highlight the role of cashless payment systems in simplifying the consumer decision-making process.

From a theoretical perspective, this aligns with the Technology Acceptance Model (TAM), wherein perceived ease of use and usefulness contribute to a user's intention to adopt digital payment technologies. In the context of consumer behavior theory, non-cash preferences also represent a shift toward experiential consumption, where convenience and speed take precedence over traditional methods.

### The Influence Of Menu Digitalization Based On Qr Code On Purchasing Decisions

The second variable, digital menu based on QR Code (X2), also demonstrates a significant influence on purchasing decisions, with a p-value of 0.000 and a t-value of 5.561, confirming the acceptance of hypothesis H2. This result supports the notion that digital service features such as QR menu access, reduced ordering time, and improved accuracy enhance the overall customer experience. These findings align with research conducted by Wahyudi & Rahmadi (2019), who argue that digital transformation in service delivery directly influences perceived service quality, which in turn drives purchase decisions.

Within the TAM framework, QR menu systems meet both usability and performance expectations, while from a Theory of Planned Behavior (TPB) perspective, they support behavioral intention through positive attitudes and perceived control. However, it should be noted that the results are based on a limited sample ( $n = 53$ ), which may restrict broader generalizability. The absence of interaction effects or demographic moderation in this study also limits the explanatory scope. Therefore, while both variables show significant effects independently, future studies could explore whether the relationship is moderated by consumer age, digital literacy, or frequency of restaurant visits. Furthermore, the use of visual tools such as ANOVA tables, regression coefficients, and scatterplots though referenced should be clearly presented and interpreted in future versions to enhance transparency and empirical credibility.

## 5. Conclusion and Suggestion

### Conclusion

This study aims to examine the influence of the cashless society phenomenon (X1) and digital menu QR code implementation (X2) on purchasing decisions (Y) at Ichiban Sushi Pekalongan. Based on the results of hypothesis testing, both variables were found to have a positive and significant effect on consumer purchasing decisions, both partially and simultaneously. These findings reinforce the theoretical assumptions of the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), where perceived usefulness, ease of use, and behavioral intention significantly shape consumer responses to digital innovations. In the context of the food and beverage industry, the adoption of cashless payments and digital menus not only enhances operational efficiency but also improves the overall customer experience, which in turn drives purchasing decisions.

However, this study has several limitations: (1) the number of respondents was relatively small (53 consumers), which may limit the statistical power and generalizability of the findings; (2) the study used a purely quantitative approach and did not capture qualitative dimensions such as consumer preferences or emotional responses; and (3) the analysis focused on only two independent variables, without considering other influential factors such as service quality, digital literacy, or consumer demographics.

### Suggestion

Based on the findings and limitations identified, the following suggestions are proposed:

1. For restaurant management (Ichiban Sushi). It is recommended to continuously improve and innovate digital service features such as payment flexibility, QR-based ordering, and interface usability while also ensuring transaction security and data privacy to build customer trust and loyalty.
2. For future researchers. It is suggested to expand the sample size and diversify respondent backgrounds to strengthen generalizability. Future studies could also integrate additional variables such as customer satisfaction, service quality, ease of use, or perceived value.
3. For academic development: This study contributes to the growing literature on digital consumer behavior, particularly in the restaurant sector. It opens opportunities for further research that integrates digital transformation, consumer psychology, and service innovation frameworks.
4. For policy makers and digital service providers. The findings highlight the importance of digital infrastructure and consumer education. Stakeholders should support digital adoption across F&B businesses by facilitating training, providing incentives for digital innovation, and ensuring regulatory clarity regarding cashless and QR-based transaction systems.

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