

Abstract

The aim of this study is to examine the effects of QR payments on impulsive buying behavior among consumers. With the increasing popularity of mobile payments, there is a growing interest in understanding how these payment methods affect consumer behavior, particularly in the context of impulse buying. This study employed a mixed-methods approach, including a survey and consumer interviews.

The results show that QR payments significantly affect impulsive buying behavior, with consumers who use QR payments more likely to engage in impulsive behavior on financial spending due to the accessibility aspect of QR payment as significant factor with T-statistics 2.498, meaning that the Accessibility factors of QR payment variable has a significant influence on impulse purchase.

Keywords: QR payments, impulsive buying, mobile payments, financial decision.

