

## **ABSTRACT**

*The growth of Financial Technology (Fintech) in Indonesia, particularly Peer-to-Peer (P2P) lending, has significantly impacted financing access for Small and Medium Enterprises (SMEs). By facilitating loans through digital platforms, P2P lending offers an alternative amidst the challenges of traditional financial access, spurring the development of Microfinance Institutions (MFIs) as a potential solution. Alongside this, E-commerce transformation and the implementation of the Quick Response Code Indonesian Standard (QRIS) have accelerated digital economy growth, providing SMEs with opportunities to expand their businesses and reach broader markets. However, challenges such as improving governance, managing risk, and adapting to regulatory changes, including consumer protection, remain critical for sustaining SME growth in Indonesia.*

*This study aims to analyze the effect of P2P Lending and QRIS on SME performance through E-commerce in Bandung City. P2P Lending and QRIS are the independent variables, SME performance is the dependent variable, and E-commerce is the intervening variable. The research uses a quantitative method with Likert scale measurements, targeting a population of 523,584 SMEs in Bandung City. Data were collected through a questionnaire with a sample of 300 respondents.*

*The findings show that P2P Lending and QRIS significantly impact SME performance, with e-commerce acting as an intervening variable. Both P2P Lending and QRIS positively influence SME performance, and E-commerce plays a crucial role in enhancing this effect. The study's results contribute to a better understanding of how P2P Lending and QRIS can drive SME performance through E-commerce in Bandung City.*

**Keywords:** *E-commerce, Peer to Peer (P2P) Lending, Quick Response Code Indonesia Standard (QRIS), SME performance.*