



## The Influence of Financial Literacy, Consumptive Lifestyle, Ease of Use, and Perceived Usefulness on the Intention to Use Shopee Paylater Among Generation Z : A Study of Student at Semarang State Polytechnic

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### ARTICLE INFO

*Keywords:* Financial Literacy, Consumptive Lifestyle, Ease of Use, Usefulness, on the Intention to Use Shopee Paylater

*Received :* 20, July

*Revised :* 25, August

*Accepted:* 15, September

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### ABSTRACT

This study aims to analyse the influence of financial literacy, consumptive lifestyle, ease of use, and perceived usefulness on the interest to use Shopee Paylater among Generation Z student at Semarang State Polytechnic. The research was conducted through a questionnaire distributed to 100 respondents selected using the slovin method. The independent variables consist of individual financial knowledge, behavioural indicators reflecting actual usage plans. Validity and reliability tests were conducted to ensure data accuracy, and classical assumption tests were confirmed model suitability. The student was conducted over a three-month period, from April to June 2025. The regression analysis revealed that all independent variables significantly affect the intention to use Shopee Paylater ( $p < 0,05$ ). These findings provide meaningful insights for fintech developers, educators, and policymakers in encouraging responsible use of digital financial tools, especially among young users. Furthermore, the research emphasizes the critical role of financial literacy in shaping rational fintech behaviour and highlights how lifestyle and perceived technology value contribute to the acceptance of Paylater system.

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## INTRODUCTION

In the era digital transformation, technological advancement continues to redefine how individuals manage their personal finance. One of the most prominent innovations is the rise of financial technology (fintech), which offers a wide range of digital services designed to simplify financial transaction. Among these innovation is the Buy Now Pay Later (BNPL) system, which allows users to make purchases and defer payment. In Indonesia, one of the most popular BNPL services is Shopee Paylater, a feature embedded in the Shopee e-commerce platform that provides users with short-term credit to complete transaction without immediate payment.

Generation Z, defined as individuals born between 1997 and 2012, has grown up surrounded by digital technology and the internet. This cohort is considered highly adaptable to technological changes and tends to rely heavily on mobile applications for their daily needs. Their unique characteristics such as openness to innovation, strong social media presence, and inclination toward instant gratification make them an ideal target market for digital finance services. However, their strong consumption patterns and low levels of financial awareness raise concern about how they engage with paylater platforms. Many of them use these services impulsively, without fully understanding the long consequences of credit based spending.

From a behavioral perspective, Generation Z tends to exhibit a consumptive lifestyle, driven by emotional satisfaction and social validation. Their consumption habits are often influenced by digital trends, peer endorsements, and online marketing. This behavior, coupled with limited financial literacy, can lead to poor financial decisions, including over-reliance on short-term credit. Financial literacy is essential for understanding budgeting, interest rates, payment deadlines, and the risks of accumulating digital debt. Yet, studies indicate that many Gen Z students lack adequate knowledge of basic financial principles, increasing their vulnerability to financial mismanagement.

Nonetheless, financial literacy remains a crucial pillar in shaping responsible financial behavior. Although access to information has become increasingly available, (Lusardi & Mitchell, 2013) argue that financial knowledge is not merely about access—it must include the ability to manage budgeting, understand interest rates, and assess risk. Findings from the Financial Services Authority (OJK, 2019) reveal that the financial literacy rate among Gen Z stands at only 44.04%, indicating a serious gap in financial readiness among young consumers.

In addition to individual factors, the role of technology acceptance is also pivotal in understanding the adoption of fintech services. The Technology Acceptance Model (TAM), proposed (Davis, 1989), explains that perceived usefulness, are the two main factors influencing users acceptance of new technologies. If a platform is perceived as easy to navigate and offers clear benefits, users are more affected a student's decision to use the services, regardless of their financial awareness or consumption behaviour.

The adoption of digital financial instruments is significantly influenced by technological acceptance in addition to individual behavior. Through his

Technology Acceptance Model (TAM), Davis (1989) contends that two important factors affecting a person's intention to utilize new technology are perceived utility and ease of use. Users are more likely to embrace and stick with Shopee PayLater if they find the service user-friendly and helpful in enhancing their purchasing experience. (Wijayanto et al., 2024) found that the simplicity and practical value of fintech applications, such as real-time tracking, automated billing, and integration with e-commerce platforms, significantly increase the intention to use among young users.

Furthermore, the ease of use offered by Shopee Paylater especially its fast activation, seamless intergration, and low entry barriers has significantly influenced its widespread adoption. (Astuti & Dasman, 2024) noted that perceived convenience strongly affects consumption tendencies, even among users who are financially vulnerable. This highlights the duality of fintecg services: while they ofer practical benefits, they can also reinforce risk behaviors in the absence of adequate financial awareness.

Understanding the interplay between personal characteristics (such as financial literacy and lifestyle) and technological perceptions (such as ease of use and usefulness) is crucial in developing strategies for responsible fintech adoption. By analyzing how these variables influence the intention to use Shopee Another important factor is perceived usefulness. (Atieq & Nurpiani, 2022) define usefulness as a belief that technology improves performance. In the context of Shopee PayLater, this includes delayed payments, flexible installments, and promotional incentives. These features appeal strongly to Gen Z, who prioritize efficiency and flexibility in managing personal expenses.

The interplay between ease, usefulness, lifestyle, and financial awareness suggests that multiple dimensions – technological and personal – contribute to the intention to use digital financial products. (Ramadany & Artadita, 2022) demonstrated that while financial literacy helps reduce impulsive behavior, the ease and benefits offered by paylater services still have a strong, positive influence on usage.

## **LITERATURE REVIEW**

### ***Financial Literacy***

The term "financial literacy" describes a person's capacity to comprehend, assess, and use financial data in order to make wise financial decisions. Financial literacy, according to Lusardi and Mitchell (2013), includes the skills and assurance needed to properly manage credit utilization, investing, saving, and budgeting. Gen Z financial literacy in Indonesia is still comparatively poor.

The Financial Services Authority reported that only 44.04% of Gen Z individuals demonstrated sufficient financial literacy, which may lead to suboptimal decision-making regarding credit-based services such as Shopee PayLater, Financial literacy must be accompanied by practical financial behavior in order to create long-term financial stability. Previous studies have shown that financial literacy has a positive influence on the use of fintech platforms (Atieq & Nurpiani, 2022).

H2: Financial literacy has a significant partial influence on the intention to use Shopee Paylater

***Consumptive Lifestyle***

A consumptive lifestyle refers to a pattern of excessive spending driven by emotional satisfaction and social motives rather than actual needs. Define lifestyle as the way individuals live, reflecting their interests, opinions, and values. Among Generation Z, consumption is not only based on necessity but often shaped by hedonic desires and the influence of digital culture. (Leonita & Wulandari, 2024) stated that Gen Z is highly susceptible to impulsive spending due to the prevalence of promotions, social media advertisements, and peer pressure. This lifestyle contributes to the frequent use of BNPL services, even when users are financially unprepared.

H3: Consumptive lifestyle has a significant partial influence on the intention to use Shopee Paylater.

***Perceived Ease of Use***

Perceived ease of use is one of the two main components of the Technology Acceptance Model (TAM) developed by (Davis, 1989). It is defined as the extent to which an individual believes that using a technology will be effortless. Shopee PayLater's design emphasizes speed and convenience, which enhances user engagement. Fintech platforms that offer easy navigation and smooth interfaces are more likely to be adopted by young users. The simpler the system, the more confident users are in their ability to use it effectively.

H4: Perceived ease of use has a significant partial influence on the intention to use Shopee Paylater.

***Perceived Usefulness***

Perceived usefulness refers to the belief that using a particular system will enhance an individual's performance or quality of life. According to (Davis, 1989) this is a crucial determinant of user acceptance of new technology. In the context of Shopee PayLater, usefulness can be interpreted through the benefits of delayed payments, flexible installment options, and limited administrative processes. (Wijayanto et al., 2024) stated that perceived usefulness is a key factor influencing the adoption of digital credit services, particularly for young consumers who prioritize efficiency.

H5: Perceived usefulness has a significant partial influence on the intention to use Shopee Paylater.

***The Relationship Between Variables***

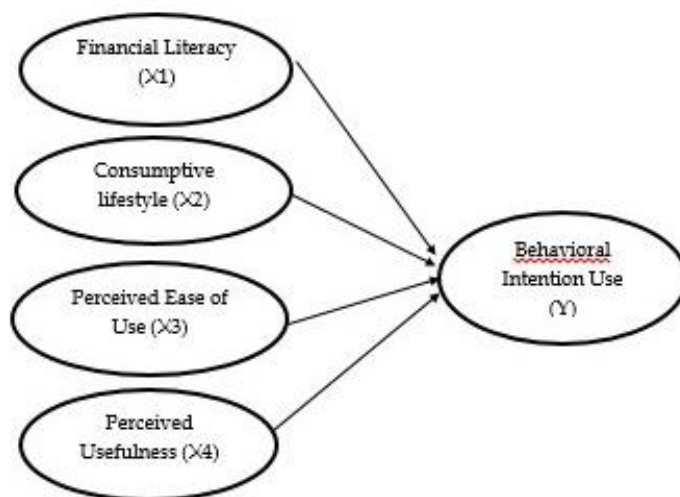
Based on the above theoretical foundations and empirical evidence, it can be inferred that financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness each play an essential role in influencing behavioral intention toward fintech usage. These variables, when examined collectively, provide a comprehensive framework that combines individual capabilities and attitudes with technological perceptions. Previous studies (Leonita & Wulandari, 2024) have shown that the interaction of cognitive, behavioral, and system-related factors is vital in understanding the adoption of digital financial tools such as Shopee PayLater.

H1: Financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness simultaneously have a significant influence on the intention to use Shopee Paylater.

## METHODOLOGY

**Figure 1 Conceptual Framework**

This research was conducted within a six-month period from February to July 2025, involving undergraduate students of Semarang State Polytechnic as the study population. The study aims to examine the influence of financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness on students' intention to use Shopee PayLater. Data collection was carried out online through a structured questionnaire distributed to students who met specific criteria.



This study adopts a quantitative explanatory research design, which aims to explain the causal relationships among variables. According to Sugiyono (2017), explanatory research is suitable for testing hypotheses based on theory using measurable data. In this case, the dependent variable is behavioral intention to use Shopee PayLater, while the independent variables include financial literacy (X1), consumptive lifestyle (X2), perceived ease of use (X3), and perceived usefulness (X4).

The population in this research includes all Generation Z students enrolled at Politeknik Negeri Semarang, who are active users of Shopee and have used Shopee PayLater at least once. The sample consisted of 100 respondents selected using purposive sampling, with inclusion criteria such as age (born between 1997 and 2012), Shopee account ownership, and actual experience using Shopee PayLater.

Data were collected using a closed-ended questionnaire based on a five-point Likert scale ranging from strongly disagree to strongly agree. The instrument was developed by adapting items from previous research validated in earlier studies. Each variable was measured using specific indicators:

- **Financial Literacy (X1):** financial knowledge, budgeting ability, credit awareness (Lusardi & Mitchell, 2013), (Pulungan & Febriaty, 2018)
- **Consumptive Lifestyle (X2):** impulsive buying, brand sensitivity, and hedonistic tendencies (Leonita & Wulandari, 2024)
- **Perceived Ease of Use (X3) and Perceived Usefulness (X4):** based on (Venkatesh & Davis, 2000) Technology Acceptance Model (TAM).
- **Behavioral Intention (Y):** intention, interest, and frequency of using Shopee PayLater in the future ( Venkatesh & Davis, 2000)

Before data analysis, validity and reliability tests were carried out to guarantee methodological validity. Multiple linear regression, backed by the traditional assumption tests of heteroscedasticity, multicollinearity, and normality, was the analytical technique employed. The partial and simultaneous impacts of the independent factors on the dependent variable were assessed using the regression model.

In order to evaluate the suggested hypothesis on how cognitive, behavioral, and technological aspects affect students' fintech adoption behavior, this methodology guarantees that the analysis is both statistically sound and suitable.

- **Validity Test**

In addition, the significance test can also be conducted by comparing the calculated value ( $r_{hitung}$ ) with the table value ( $r_{tabel}$ ) for the degree of freedom ( $df = n-2$  (where  $n$  is the number of samples)). Thus, a question or data can be considered valid if  $r_{hitung}$  is greater than  $r_{tabel}$  and is positive. In this study, it is known that the number of samples  $n = 100$ ,  $df = n-2 = 98$ , and  $\alpha = 0.05$ , so the table value ( $r_{tabel}$ ) obtained is 0.196.

- **Reliability**

Test

The reliability of the instrument was tested using Cronbach's Alpha. A variable was declared reliable if the Alpha value exceeded 0.70, indicating consistent responses across items.

- **Normality Test:** Performed using the Kolmogorov-Smirnov method to ensure that the data were normally distributed.
- **Multicollinearity Test:** Conducted by examining Tolerance and Variance Inflation Factor (VIF) values to ensure no high correlation between independent variables.
- **Heteroscedasticity Test:** The Glejser test was used to identify the presence of unequal variance in the residuals.
- **Multiple Linear Regression Analysis**  
This method was applied to examine the influence of financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness on the intention to use Shopee PayLater. The regression model included both partial (t-test) and simultaneous (F-test) hypothesis testing.
- **Coefficient of Determination ( $R^2$  and Adjusted  $R^2$ )**  
The coefficient of determination was used to determine how much of the variation in the dependent variable could be explained by the independent variables in the model.

## RESEARCH RESULT

One hundred students from Semarang State Polytechnic who use the Shopee Paylater app participated in this study as respondents. The questionnaire for this study was distributed using Google Form, which can be seen at [https://s.id/KuesionerShopeepaylater\\_Regina](https://s.id/KuesionerShopeepaylater_Regina). utilizing a sample size of one hundred participants. The study's respondents were categorized into six (six) groups based on their gender, age, major, place of origin, monthly income, and duration of Shopeepaylater use.

### A. Characteristics of research based gender

The demographic profile of respondents based on gender is presented in the following table:

**Table 1 Characteristic Based on Gender**

Gander	Frequencyi (n)	Percentage (%)
Male	63	63%
Female	37	37%
Totally	100	100%

Source: Primary data processed (2025)

With 63 responses (63%), men make up the majority of Shopee PayLater users among Politeknik Negeri Semarang students, according to the table, while 37 respondents (37%), women, make up the minority. This suggests that within the study's sample, male students are more likely to use Shopee PayLater services.

### B. Respondent Characteristics Based on Age

The demographic profile of Shopee PayLater users based on age is presented in the following table:

**Table 2 Respondent Caharacteristics Based on Age**

Age Group	Frequency (n)	Percentage (%)
17-19 years	5	5%
20-22 years	83	83%
23-25 years	12	12%
Total	100	100%

Source: Primary data processed (2024)

According to the data, 83 respondents, or 83% of Shopee PayLater users among Politeknik Negeri Semarang students, are between the ages of 20 and 22. In contrast, 12 respondents (12%) were between the ages of 23 and 25, while 5 respondents (5%) were between the ages of 17 and 19. This suggests that students in this survey who are between the ages of 20 and 22 are the most likely to use Shopee PayLater.

C. Respondent Characteristic Based on Region of Origin

The demographic distribution of Shopee PayLater users based on their region of origin is presented in the following table:

**Table 3 Respondent Characteristics Based on Region of Origin**

Region	Frequency (n)	Percentage (%)
Java	95	95%
Bali	1	1%
Papua	2	2%
Sumatra	2	2%
Totally	100	100%

Based on the table, the majority of Shopee PayLater users in this study were students originally from Java Island, comprising 95 respondents (95%). In contrast, only 1 respondent (1%) came from Bali, while 2 respondents each (2%) were from Papua and Sumatra. These findings indicate that most students participating in this study – who are enrolled at Politeknik Negeri Semarang originate from Java, while representation from other major Indonesian islands was minimal.

D. Responden Characteristic based on Academic Major

The academic background of respondents based on their field of study at Politeknik Negeri Semarang is presented in the following table:

**Table 4 Responden Characteristics Based on Academic Major**

Departement	Frequency (n)	Precentage (%)
Accounting	32	32%
Civil Engineering	32	32%
Electrical Engginering	8	8%
Mechanical Engineering	17	17%
Bussines Administration	11	11%

*Source: Primary data processed (2025)*

The data shows that the majority of Shopee PayLater users in this study are students from the Accounting and Civil Engineering departments, with each contributing 32 respondents (32%). Other participants include 17 students (17%) from Mechanical Engineering, 11 students (11%) from Business Administration, **and** 8 students (8%) from Electrical Engineering. This suggests that users of Shopee PayLater are spread across various academic disciplines, with a concentration in technical and financial fields.

E. Respondent Characteristics Based on Monthly Income / Pocket Money

**Table 5 Responden Characteristics Based on Monthly Income / Pocket Money**  
 The distribution of respondents based on their monthly income or pocket money is presented in the table below:

Monthly Income	Frequency (n)	Percentage (%)
<1.000.000	22	22%
Rp 1.000.000-Rp 2.000.000	53	53%
Rp 2.000.000-Rp 3.000.000	20	20%
>Rp 3.000.000	5	5%
Total	11	100%

Source: Primary data processed (2025)

According to the table, 53 respondents, or 53% of the Shopee PayLater users in this study, made between Rp 1,000,000 and Rp 2,000,000 per month. Furthermore, 20 respondents (20%) made between Rp 2,000,000 and Rp 3,000,000 per month, while 22 respondents (22%) made less than Rp 1,000,000 per month. Merely 5% of the participants reported earning more than Rp 3,000,000 per month. These findings imply that students with modest monthly income levels are the ones who use Shopee PayLater the most.

F. Respondent Characteristic based on Duration of Shopee paylater Usage

The classification of respondents based on the length of time they have been using Shopee PayLater is presented in the following table:

**Table 6 Respondent Characteristics Based on Duration of Shopee paylater Usage**

Usage Duration	Frequency (n)	Percentage (%)
< 1 year	33	32%
1-2 years	49	49%
2-3 years	18	18%
Totally	100	100%

Source: Primary data processed (2025)

According to the data, 49 people (49%), or the majority of respondents, have been using Shopee PayLater for one to two years. 18 respondents (18%) have been using it for two to three years, whereas 33 respondents (33%) have been using it for less than a year. This implies that most of the study's participants are relatively recent additions, having signed up for the service during the last two years.

**Validity Tests**

To ascertain whether the questionnaire's items could reliably measure each research variable, a validity test was carried out. A significance level of 0.05 was applied, and Pearson's product-moment correlation was used in the test. The item is deemed genuine if the p-value is less than 0.05 and the correlation coefficient (r-count) is greater than the r-table.

**Table 7 Validity Test**

Variable	Item Code	r-count	r-table	Validity
Financial Literacy	FL1	0.532	0.196	Valid
Financial Literacy	FL2	0.481	0.196	Valid
Financial Literacy	FL3	0.507	0.196	Valid
Financial Literacy	FL4	0.545	0.196	Valid
Financial Literacy	FL5	0.521	0.196	Valid
Consumptive Lifestyle	CL1	0.654	0.196	Valid
Consumptive Lifestyle	CL2	0.607	0.196	Valid
Consumptive Lifestyle	CL3	0.633	0.196	Valid
Consumptive Lifestyle	CL4	0.599	0.196	Valid
Consumptive Lifestyle	CL5	0.628	0.196	Valid
Perceived Ease of Use	PEU1	0.724	0.196	Valid
Perceived Ease of Use	PEU2	0.698	0.196	Valid
Perceived Ease of Use	PEU3	0.711	0.196	Valid
Perceived Ease of Use	PEU4	0.688	0.196	Valid
Perceived Ease of Use	PEU5	0.702	0.196	Valid
Perceived Usefulness	PU1	0.691	0.196	Valid
Perceived Usefulness	PU2	0.685	0.196	Valid
Perceived Usefulness	PU3	0.734	0.196	Valid
Perceived Usefulness	PU4	0.719	0.196	Valid
Perceived Usefulness	PU5	0.728	0.196	Valid
Behavioral Intention	BI1	0.715	0.196	Valid
Behavioral Intention	BI2	0.684	0.196	Valid
Behavioral Intention	BI3	0.698	0.196	Valid
Behavioral Intention	BI4	0.701	0.196	Valid
Behavioral Intention	BI5	0.732	0.196	Valid

Source: Processed Research Data, 2025

Based on the table above, all items across each research variable have an r-count greater than the r-table value (0.196) and a significance level below 0.05, indicating that all questionnaire items are valid and appropriate for use in this research.

### Reliability Tests

The reliability test was conducted to determine the internal consistency of the questionnaire items for each research variable. The test employed **Cronbach's Alpha**, where a coefficient above **0.70** indicates that the instrument is reliable.

**Table 8 Reliability Tests**

Variable	Cronbach's Alpha	Reliability
Financial Literacy	0,812	Reliable
Consumptive Lifestyle	0,804	Reliable
Perceived Ease of Use	0,832	Reliable
Perceived Usefulness	0,847	Reliable
Behavioral Intention	0,858	Reliable

Source: Processed Primary Data (2025)

Based on the table above, all research variables exhibit Cronbach's Alpha values greater than 0.70, indicating that all constructs are internally consistent and the instruments are suitable for further analysis.

### Normality Test

**Table 9 Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.89736458
Most Extreme Difference	Absolute	.049
	Positive	.039
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Processed Primary Data (2025)

According to Table 4.17, the Kolmogorov-Smirnov test yielded a significance value of 0.200, which is higher than 0.05. Consequently, it may be said that the study's data are normally distributed and satisfy the normalcy assumption.

### Multicollinearity Test

To find any correlations between independent variables that can skew the regression model, multicollinearity was evaluated using the Variance Inflation Factor (VIF). All VIF values are much below the crucial threshold of 5, as

indicated in Table 1, indicating that there isn't a significant multicollinearity issue. This suggests that there is minimal overlap and that each predictor variable provides unique explanatory power.

**Table 10. Multicollinearity Test (VIF Values)**

Variable	VIF
Financial Literacy → Consumptive Behavior	1.325
Lifestyle → Consumptive Behavior	1.427
Perceived Ease of Use → Consumptive Behavior	1.355
Perceived Usefulness → Consumptive Behavior	1.445

Source: Processed Research Data, 2025

**Heteroskedasticity Test**

The heteroskedasticity test was performed to ensure the residuals in the regression model have constant variance across all predicted values of the dependent variable. The test results, displayed in Table 2, show that the significance values (p-value) for each independent variable exceed 0.05, suggesting that the null hypothesis of homoscedasticity cannot be rejected. Consequently, there is no evidence of heteroskedasticity, and the regression estimates can be considered efficient and unbiased.

**Table 11. Heteroskedasticity Test Results**

Variable	VIF
Financial Literacy	0.462
Cosumptive Lifestyle	0.553
Perceived Ease of Use	0.615
Perceived Usefulness	0.489

Source: Processed Research Data, 2025

**Linearity Test**

Behavioral Intention = 9.769 - 0.035 Financial Literacy + 0.133 Consumptive Lifestyle + 0.042 Perceived Ease of Use + 0.094 Perceived Usefulness + e  
 Constant = 9.769 The constant value of 9.769 indicates that if all independent variables—financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness—are assumed to be zero, the baseline value of behavioral intention to use Shopee PayLater would be 9.769.

- Coefficient of Financial Literacy (X1) = -0.035

The regression coefficient for financial literacy is negative (-0.035), which means that, holding other variables constant, a one-unit increase in financial literacy would result in a decrease of 0.035 in behavioral intention. This implies that students with higher financial literacy tend to be more cautious and thus less likely to use Shopee PayLater.

- Coefficient of Consumptive Lifestyle (X2) = 0.133

The coefficient for consumptive lifestyle is positive (0.133). This means that, assuming other variables are constant, a one-unit increase in consumptive lifestyle would increase behavioral intention by 0.133. The more consumptive the lifestyle of a student, the higher their tendency to use Shopee PayLater.

- Coefficient of Perceived Ease of Use (X3) = 0.042

The positive coefficient (0.042) for perceived ease of use indicates that a one-unit increase in this variable is associated with an increase of 0.042 in behavioral intention. The easier a student perceives Shopee PayLater to use, the more likely they are to continue or intend to use it.

- Coefficient of Perceived Usefulness (X4) = 0.094

The coefficient for perceived usefulness is also positive (0.094). This means that an increase of one unit in perceived usefulness will lead to an increase of 0.094 in behavioral intention. Students who perceive Shopee PayLater as beneficial are more inclined to use it.

### Uji F

The F-test was used to examine the simultaneous effect of financial literacy, consumptive lifestyle, perceived ease of use, and perceived usefulness on behavioral intention to use Shopee PayLater. The results are presented in

**Table 12 Uji F**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,804	4	14,951	59,117	,000 <sup>b</sup>
	Residual	24,026	95	,253		
	Total	83,830	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X1, X2, X3, X4						

Source: Primary data processed (2025)

The calculated F-value is 59.117, which is greater than the F-table value (2.47), with a significance value of 0.000 (< 0.05). This indicates that financial literacy (X1), consumptive lifestyle (X2), perceived ease of use (X3), and perceived usefulness (X4) simultaneously have a significant influence on students' intention to use Shopee PayLater. Thus, Hypothesis 1 is accepted.

### Uji Coefficient Determination (Adjusted R<sup>2</sup>)

**Table 13 Coefficient Determination (Adjusted R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845	0.713	0.701	0.50290

Source: Primary data processed (2025)

The Adjusted R<sup>2</sup> value is 0.701, which means that 70.1% of the variation in behavioral intention to use Shopee PayLater can be explained by the four independent variables in the model. The remaining 29.9% is influenced by other factors not examined in this study.

**Partial Test (t-test)**

The **t-test** was used to determine the partial effect of each independent variable on the dependent variable.

**Table 14 Partial Test (t-test) and Hypothesis Testing**

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	9.769	0.525		18.595	0.000
Financial Literacy (X1)	-0.035	0.017	-0.137	-2.048	0.043
Consumptive Lifestyle (X2)	0.133	0.020	0.465	6.808	0.000
Perceived Ease of Use (X3)	0.042	0.020	0.159	2.137	0.035
Perceived Usefulness (X4)	0.094	0.019	0.315	4.984	0.000

Source: Primary data processed (2025)

- **Hypothesis 2:** Financial Literacy (X1) has a **negative and significant effect** on behavioral intention ( $t = -2.048, p = 0.043 < 0.05$ ). → **Accepted**
- **Hypothesis 3:** Consumptive Lifestyle (X2) has a **positive and significant effect** on behavioral intention ( $t = 6.808, p = 0.000 < 0.05$ ). → **Accepted**
- **Hypothesis 4:** Perceived Ease of Use (X3) has a **positive and significant effect** on behavioral intention ( $t = 2.137, p = 0.035 < 0.05$ ). → **Accepted**
- **Hypothesis 5:** Perceived Usefulness (X4) has a **positive and significant effect** on behavioral intention ( $t = 4.984, p = 0.000 < 0.05$ ). → **Accepted**

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