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The Impact Of Shopee Paylater Feature Usage And Financial Literacy On Consumptive Behavior Among Generation Z

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Abstract

This study aims to determine the impact of using the Shopee PayLater feature and financial literacy on the consumptive behavior of Generation Z in Surabaya City. The study employs a quantitative approach utilizing both primary and secondary data. Data collection was conducted through interviews and the distribution of online questionnaires via Google Forms to 85 respondents selected using purposive sampling. Data analysis was performed using SPSS 16.0, involving multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that the use of the Shopee PayLater feature and financial literacy each have a positive and significant partial effect on consumptive behavior. Simultaneously, both variables also exert a significant influence. The coefficient of determination shows that 71.5% of the variation in consumptive behavior can be explained by these two variables, while the remaining 28.5% is influenced by other factors such as lifestyle, self-control, and social environment. This study provides empirical evidence regarding the link between the ease of using digital payment services and financial literacy, and the consumptive behavior of Generation Z.

Keywords: Shopee PayLater feature usage, financial literacy, consumptive behaviour

INTRODUCTION

Advances in digital technology have significantly changed consumption patterns. These developments have pushed lifestyles toward a more modern direction, so that a number of non-essential needs are increasingly regarded as primary needs, especially among younger generations. Generation Z, defined as individuals born between 1997 and 2012, is known as the generation most adaptive to technology because it has been familiar with the internet, digital devices, and social media since childhood (Seemiller & Grace in Aurora et al., 2025). This closeness fosters a tendency to prioritize practicality,

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speed, and efficiency, and makes Generation Z relatively susceptible to trends spread through social media and digital platforms.

The growth of online shopping among Generation Z is marked by a tendency toward impulsive buying that is easily influenced by trends, advertising strategies, social media, and online reviews (Siregar, 2025). Consumptive behavior itself refers to the tendency to acquire goods or services excessively without rationally considering needs and financial capacity (Fauzia Ratna Dewi et al., in Monica et al., 2025). One factor suspected of reinforcing this tendency is the availability of *Buy Now Pay Later* (BNPL) services on e-commerce platforms. Shopee offers the Shopee PayLater (SPayLater) feature, which operates officially, is registered, and is supervised by the Financial Services Authority (OJK). The feature allows users to transact without paying cash upfront and to settle the payment later with tenors of 1, 3, 6, up to 24 months; one-month installments carry no interest, whereas 2–3 month tenors carry interest of 2.95% per month (Elvi, 2025). A fast, collateral-free, and fully digital application process makes SPayLater a preferred option for Generation Z.

On the other hand, financial literacy is viewed as an individual's ability to understand and manage basic financial matters in decision making, covering knowledge, financial planning, debt management, and financial risk (Rizqiyah & Reviandani, 2025). Individuals with adequate financial literacy tend to be more careful when choosing financial products and are less easily drawn into excessive consumption. However, Generation Z's understanding of financial planning, debt management, and long-term risk remains a concern amid the easy access to digital financial services (Rizqiyah & Reviandani, 2025).

Previous studies have generally examined these variables separately. Elvi (2025) studied the effect of Shopee PayLater use on students' consumptive behavior; Monica et al. (2025) analyzed financial literacy, lifestyle, and financial technology knowledge on the consumptive behavior of e-wallet users with self-control as a moderating variable; and Rizqiyah and Reviandani (2025) examined the effect of financial literacy, perceived benefits, and income on the intention to use Shopee PayLater. A research gap therefore remains: few studies have tested Shopee PayLater usage and financial literacy together on the consumptive behavior of Generation Z, particularly in Surabaya City.

Based on the above, this study aims to: (1) determine the effect of Shopee PayLater usage on the consumptive behavior of Generation Z; (2) determine the effect of financial literacy on the consumptive behavior of Generation Z; and (3) determine the simultaneous effect of both variables on the consumptive behavior of Generation Z in Surabaya City. The hypotheses are H_1: Shopee PayLater usage affects consumptive behavior; H_2: financial literacy affects consumptive behavior; and H_3: Shopee PayLater usage and financial literacy jointly affect the consumptive behavior of Generation Z.

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RESEARCH METHOD

This is quantitative research grounded in positivism, in which data are collected with research instruments and analyzed statistically to test hypotheses (Noefirda, 2025). By nature, it is associative-causal research, which aims to determine cause-and-effect relationships among variables (Sugiyono, 2022). The data are quantitative, in the form of respondents' perceptions (Soesana et al., 2023), and come from primary data, namely questionnaires and interviews with Generation Z respondents who use Shopee PayLater, as well as secondary data in the form of relevant books, journals, and previous research reports (Sugiyono, 2022).

The population is Generation Z aged 21–27 years in Surabaya City who use the Shopee PayLater feature. The sample was determined by *purposive sampling* (Sugiyono, 2022) with the following criteria: (a) belonging to Generation Z aged 21–27 years, (b) residing in Surabaya City, and (c) making online purchases using Shopee PayLater. A total of 85 respondents were obtained, which meets the minimum of 50 respondents required for multiple linear regression analysis.

The independent variables are Shopee PayLater usage (X_1), measured with 7 statements covering duration and frequency of use, satisfaction, interface, ease of use, security, and overall satisfaction; and financial literacy (X_2), measured with 8 statements covering financial knowledge, attitude, and behavior. The dependent variable is consumptive behavior (Y), measured with 5 statements covering purchases driven by promotions, buying high-priced products to boost self-confidence, buying to maintain social status, the influence of advertising figures, and comparing more than two similar products. All statements were measured on a 1–5 Likert scale (1 = strongly disagree to 5 = strongly agree) and distributed online through Google Forms.

Data were analyzed using SPSS 16.0. Instrument validity was tested with *Pearson Product Moment* correlation (r_{table} = 0.213 at df = 83 and α = 5%), and reliability with *Cronbach's Alpha* using a threshold of 0.60 (Nugroho, 2022). The classical assumption tests comprised the *Kolmogorov-Smirnov* normality test, the multicollinearity test (*tolerance* and *VIF* values), the heteroscedasticity test (*scatterplot*), and the *Durbin-Watson* autocorrelation test (Hutagaol, 2025; Nurhaswinda et al., 2025). The effect of the variables was analyzed with multiple linear regression (Matondang & Hamni, 2021) using the model $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$, then tested partially (t-test), simultaneously (F-test), and through the coefficient of determination (Adjusted R^2) at a 5% significance level.

RESULTS AND DISCUSSION

Respondent Characteristics

Of the 85 respondents, 48 were female (56.5%) and 37 were male (43.5%). All respondents were aged 21–27 years and resided in Surabaya City. The 21-year-old

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group was the largest (17 respondents; 20%), followed by age 25 (13 respondents; 15.3%), ages 24 and 27 (12 respondents each; 14.1%), ages 22 and 23 (11 respondents each; 12.9%), and age 26 (9 respondents; 10.6%).

Descriptive Statistics

Table 1 shows that financial literacy has the highest mean score (32.20), followed by Shopee PayLater usage (25.32) and consumptive behavior (17.66). At the item level, mean responses ranged from 3.46 to 3.78 for X_1, 3.84 to 4.24 for X_2, and 3.18 to 3.86 for Y. This indicates that respondents tended to agree with the statements, with financial literacy rated highest.

Table 1. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Deviation
Shopee PayLater Usage (X_1)	85	7	35	25.32	8.341
Financial Literacy (X_2)	85	9	40	32.20	7.531
Consumptive Behavior (Y)	85	7	25	17.66	4.903

Source: SPSS data processed by the author (2026)

Validity and Reliability Tests

All items were valid, as $r_{calculated}$ (X_1: 0.867–0.942; X_2: 0.853–0.913; Y: 0.720–0.931) exceeded r_{table} of 0.213 with a significance of 0.000. The *Cronbach's Alpha* values of all variables also exceeded 0.60 (Table 2), so the instrument is reliable and suitable for data collection.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items
Shopee PayLater Usage (X_1)	0.972	7
Financial Literacy (X_2)	0.963	8
Consumptive Behavior (Y)	0.886	5

Source: SPSS data processed by the author (2026)

Classical Assumption Tests

The normality test produced an Asymp. Sig. (2-tailed) of 0.072 (> 0.05), so the residuals are normally distributed. The multicollinearity test showed a *tolerance* of 0.639 (> 0.10) and a VIF of 1.565 (< 10) for both independent variables, so there is no

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multicollinearity. The *scatterplot* shows residual points scattered randomly around zero on the Y-axis without any particular pattern, so there is no heteroscedasticity. The Durbin-Watson value was 1.534; because this study uses *cross-section* data from a questionnaire, the autocorrelation test serves only as supporting analysis and does not affect the suitability of the regression model.

Table 3. Summary of Classical Assumption Tests

Test	Indicator	Value	Result
Normality	Asymp. Sig. (2-tailed)	0.072	Normal
Multicollinearity (X_1 and X_2)	Tolerance / VIF	0.639 / 1.565	Free
Heteroscedasticity	Scatterplot	No pattern	Free
Autocorrelation	Durbin-Watson	1.534	Supporting

Source: SPSS data processed by the author (2026)

Multiple Linear Regression, t-Test, F-Test, and Coefficient of Determination

The multiple linear regression analysis yielded the equation $Y = 0.990 + 0.310X_1 + 0.274X_2 + e$. Both regression coefficients are positive, meaning that an increase in Shopee PayLater usage or in the financial literacy score is followed by an increase in the consumptive behavior score, assuming other variables are constant. The standardized Beta of X_1 (0.527) is larger than that of X_2 (0.421), so Shopee PayLater usage has a relatively stronger effect.

Table 4. Multiple Linear Regression and t-Test Results

Variable	B	Std. Error	Beta	t calc.	t table	Sig.
(Constant)	0.990	1.264	–	0.783	–	0.436
Shopee PayLater Usage (X_1)	0.310	0.043	0.527	7.238	1.989	0.000
Financial Literacy (X_2)	0.274	0.047	0.421	5.775	1.989	0.000

Dependent variable: Consumptive Behavior. Source: SPSS data processed by the author (2026)

In the t-test, X_1 obtained $t_{calculated}$ of 7.238 and X_2 obtained $t_{calculated}$ of 5.775, both greater than t_{table} of 1.989 with a significance of 0.000 (< 0.05). Thus H_1 and H_2 are accepted. In the F-test, $F_{calculated}$ was 106.416, greater than F_{table} of 3.11 ($df_1 = 2$; $df_2 = 82$) with a significance of 0.000, so H_3 is accepted. The Adjusted R^2 of 0.715 ($R = 0.850$;

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R^2 = 0.722) shows that Shopee PayLater usage and financial literacy explain 71.5% of the variation in consumptive behavior, while 28.5% is explained by other factors outside the model.

Table 5. F-Test and Coefficient of Determination Results

Source	Sum of Squares	df	Mean Square	F	Sig.	Adj. R^2
Regression	1,457.543	2	728.772	106.416	0.000	0.715
Residual	561.563	82	6.848			
Total	2,019.106	84				

Source: SPSS data processed by the author (2026)

Effect of Shopee PayLater Usage on Consumptive Behavior

Shopee PayLater usage has a positive and significant effect on the consumptive behavior of Generation Z in Surabaya City, so the higher the intensity of use, the stronger the tendency toward consumptive behavior. This finding can be explained by the characteristics of the service, which offers easy activation, an instant credit limit, and flexible installment tenors, along with promotions such as discounts, cashback, and low interest. This convenience encourages transactions without careful consideration of one's financial condition, so shopping motivation is no longer centered on basic needs but on the desire to use the available payment facility. The result is consistent with Maryani and Maya (2024), who state that BNPL services make products instantly accessible and thereby strengthen shopping intensity, and with Ratnaningrum et al. (2024) and Fadhilah (2025), who found that using the Shopee PayLater feature triggers impulsive buying and unplanned transactions.

Effect of Financial Literacy on Consumptive Behavior

Financial literacy also has a significant effect on the consumptive behavior of Generation Z in Surabaya City. Financial literacy encompasses the knowledge, skills, attitudes, and behaviors that enable individuals to make sound financial decisions (D'Agostino & Karen, 2023), so financial understanding shapes how a person weighs purchasing power, the function of goods, and the risks of using credit. This finding is in line with Siregar (2025) and Hilwana et al. (2025), who showed that financial literacy plays an important role in Generation Z's consumption patterns. It should be noted that the regression coefficient of this variable is positive (0.274); that is, respondents with higher financial literacy scores also have higher consumptive behavior scores. This direction does not match the expectation that financial literacy suppresses consumerism. One possible explanation is that respondents who feel knowledgeable about finance are more

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confident in using digital credit, so the effect of financial literacy on consumptive behavior warrants further study, for example by adding self-control or lifestyle as moderating variables.

Simultaneous Effect of Shopee PayLater Usage and Financial Literacy on Consumptive Behavior

Simultaneously, Shopee PayLater usage and financial literacy have a significant effect on consumptive behavior, with an explanatory power of 71.5%. This result shows that the consumptive behavior of Generation Z is shaped by easy access to digital financing as well as by individuals' ability to manage their finances. The finding is supported by Alghifari and Firman (2025), who found that Shopee PayLater usage and financial literacy jointly have a significant effect on the consumptive behavior of Generation Z, and by Mariyani and Risanta (2025), who showed that financial literacy together with other factors affects shopping behavior using paylater services. The remaining 28.5% of the variation in consumptive behavior is influenced by factors outside the model, such as lifestyle, self-control, and social environment. Controlling consumptive behavior therefore requires a dual strategy: wiser use of digital credit combined with continuous financial education.

CONCLUSION

Based on the results, it can be concluded that: (1) Shopee PayLater usage has a positive and significant effect on the consumptive behavior of Generation Z in Surabaya City (t = 7.238; sig. 0.000); (2) financial literacy has a positive and significant effect on the consumptive behavior of Generation Z in Surabaya City (t = 5.775; sig. 0.000); and (3) both variables simultaneously have a significant effect on consumptive behavior (F = 106.416; sig. 0.000) with an Adjusted R^2 of 0.715, while the remaining 28.5% is influenced by factors outside the model.

Generation Z is advised to use Shopee PayLater wisely by prioritizing needs, adjusting use to financial capacity, and being selective toward promotions, as well as improving financial literacy, particularly in budgeting and understanding the risks of digital credit. Future research is advised to consider other variables such as lifestyle, self-control, and social environment, and to broaden the population and study area.

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