

Preferences for Procurement of Sharia Pay Latter Through Analysis of Factors That Influence Consumptive Behavior

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ABSTRACT

Research Aims: Find out what factors can become preferences in procuring sharia paylatter

Methodology: The research method used in this research is quantitative research. This research was tested empirically with a statistical approach using the IBM SPSS Statistics 26 statistical test tool. The data tested was multiple linear regression to determine the results of the t test, f test and coefficient of termination test

Research Findings: From the results of the analysis, this research found that the results were variable hedonic motivation, performance expectancy, effort expectancy, facilitating conditions, price value and habit have a significant effect on consumptive behavior. Meanwhile, the social influence variable has no influence on consumptive behavior.

Theoretical Contribution: The grand theory used in this research is consumer consumptive behavior by testing seven variables. Previous research only used three to five variables. This research used 500 respondents, which was more accurate than previous research

Research limitation and implication: This research is limited to respondents who have ever used Paylatter.

Keywords: *Sharia paylatter, Sharia Fintech, Consumptive Behavior, Hedonic Motivation, Paylatter Interest.*

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INTRODUCTION

Today's social construction of society is moving very quickly and dynamically, technology is developing more rapidly and its use is becoming more sophisticated, making it easier for people to access and utilize various types of internet services. This also has an impact on progress on the country, both in the social, political, educational and even financial sectors (Abiba & Indriani, 2021).

This rapid technological development and progress can provide opportunities in the economic sector to create innovations that can improve the economy effectively, one example that can be seen is Fintech (financial technology), fintech provides convenience to the community because the system is faster and more practical so that can improve the economy

and push towards a modern system that is effective and more efficient (Putri & Andarini, 2022).

Fintech has had a significant impact on the emergence of various payment systems which have also changed people's payment behavior from payments made in cash to non-cash payments (Bank Indonesia, 2023). We can see that consumers are given convenience in making payments, through payment schemes that focus on speed and ease in shopping transactions. We can call this type of payment Buy Now Pay Later, or we can mean buy now pay later (Prawitasari, 2023).

A survey conducted by Katadata Insight Center (KIC) in collaboration with Kredivo regarding the growth trend of Paylater users in Indonesia, the results of the 6,403 Paylater users who were the object of the survey, 39.9% used Paylater services more than once during one month. This also indicates an increase compared to the previous year's survey results, where only 27% of Paylater users used it more than once a month, and 13% used it once in 6 months. Meanwhile, those who use it once a year are 6.2% of the surveyed respondents. Apart from that, this survey also showed that the proportion of consumers using Paylater for more than one year had increased, from 55.9% to 78.6%. It could be said that this shows that more and more consumers feel comfortable using pay later as their transaction method when shopping.

Meanwhile, the Ministry of Finance of the Republic of Indonesia explained that apart from having a bad impact on Paylater users, it also triggers risks that could have fatal consequences for consumers who use the Paylater payment method. There are at least 4 risks, among them:

1. Disrupted Financial Management
The convenience of Paylater carries a potential risk of mismanagement, as essential bills may be neglected when funds earmarked for installments are diverted to urgent needs.
2. Unnoticed Costs
Paylater's ease can lead to financial juggling, with urgent needs potentially trumping earmarked installments and essential bills going unpaid.
3. Causing Impulsive Buying
Marketing strategies subtly exploit consumers' psychological vulnerabilities, leading to impulsive overspending driven by convenience, discounts, and enticing offers.
4. Personal Identity Can Be Hacked
To be able to use the Paylater payment method, consumers are often asked to complete their identity, such as a personal KTP. Even though the platform provides security guarantees, no one knows that people who are irresponsible individuals will hack and abuse it in the future.

Seeing the huge potential of Paylater, it is necessary to have a Paylater system that does not harm business actors and consumers. Many of the paylaters used so far use the interest system, in Islam interest is forbidden and is considered usury and is detrimental to one party. To this day, the Indonesian Ulema Council has not issued an official fatwa regarding Paylater, However, itima' ulama agree that transactions containing usury are haram.

Procurement of Sharia-based Paylater has high economic potential, apart from providing convenience, it also creates a Paylater payment system that is fair and free from

interest that can harm one party. Before proceeding to the procurement of sharia Paylater, it is necessary to know what factors influence consumer behavior when shopping using the Paylater payment method.

Formulation of the problem

Based on the background above, we can describe the problem formulation as follows:

1. What factors influence consumptive behavior?
2. How do you take advantage of Paylater's potential without any illegal parties?
3. What factors can be used as a preference for Sharia Paylater procurement?

Objective of the Study

The aim of this research is as follows:

1. To find out the factors that influence consumptive behavior
2. To map preferences on what variables can be used to maximize Syariah Paylater performance
3. To find references for future researchers with the same research topic to complete the sharia paylater study.

LITERATURE REVIEW

Literature review is a research method that aims to convey information about the results of previous research related to current research. The existence of previous research as a reference and comparison in conducting current research. To avoid similarities between previous research and current research.

The research results of [Hafiz et al. \(2023\)](#) The research uses quantitative analysis methods and multiple linear regression which is used to analyze the data that has been collected. In this research, the aim is to gain an understanding of the pay later factors that influence student lifestyles through the use of Gopay as a pay later service. The results of this research show that the effect of discounts from pay later payments has a more significant effect than transformational advertising on student lifestyles. In [Harahap \(2023\)](#) shows that the existence of pay later on the Shopee application causes consumptive behavior and impulsive purchases. This research uses qualitative methods using raw data through filling out questionnaires. This research aims to test the pay later system in encouraging impulse purchases in online transactions. Study [Mahardika \(2021\)](#) discusses the influence of the marketplace and pay later on consumer behavior among LP3I Medan Polytechnic students. This study employed a primary data approach through questionnaires administered to students at the Medan LP3I Polytechnic. The findings indicate that marketplace and pay-later options have negligible influence on consumer behavior.

Research by [Zahra et al. \(2022\)](#) where this research aims to analyze the effect of impulse buying on interest in using pay later and celebrity endorsers. This research method uses a convenience sampling method by collecting data through questionnaires. The results of this research are that impulsive purchases influence interest in paying later users and celebrity endorsers do not influence interest in using pay later.

Research by [Harahap et al. \(2023\)](#) discusses the influence of Fear of Missing Out (FOMO) and the use of pay later on impulsive purchases as viewed from Maqashid Syariah. This research method uses a quantitative approach using sample data obtained from filling out questionnaires

by students using pay later. The results of this research are that FOMO and pay later users have an influence on increased impulsive buying behavior. Meanwhile, according to the Maqashid Syariah perspective, Fear of Missing Out (FOMO) and the use of pay later for impulsive purchases are not in accordance with sharia objectives. The aim of sharia is to provide benefits and prevent harm due to impulsive buying, hedonism and others. Pay later (going into debt) is not in accordance with Maqashid Syariah which teaches simple living.

Further research related to this research is the research of [Putri et al. \(2022\)](#) which aims to analyze the influence of self-control and financial attitudes on the financial management of buy now pay later users. This application uses a quantitative method with a descriptive approach, using respondents from Surabaya residents. The results of this research are that self-control influences the financial management of buy now pay later users.

In [Mea \(2022\)](#) where this research discusses the influence of generation Z and generation Y as well as gender as consumers who use pay later with impulsive purchasing behavior. The research method used is to use quantitative methods through primary data obtained from respondents filling out questionnaires. The results of this research are that generation and gender influence the use of pay later on impulsive purchasing behavior. Generation Z and the female gender are more dominant in using pay later and buying impulsively.

The difference between this research and previous research lies in the variables, where in this research the independent variable consists of 7 variables so that it is more complete than previous research. Apart from that, this research focuses on analyzing factors that influence consumer consumptive behavior to become a preference in realizing a Sharia paylater payment system.

Relevant Concepts or Theories

1. Hedonic Motivation

Research conducted by [Gultekin & Ozer \(2012\)](#) explained that Hedonic Motivation or hedonic motivation is the way a consumer buys with the aim of pleasure and enjoyment, not for needs. Consumers who visit shopping centers or e-commerce just to spend time without having the intention to buy. However, there is a positive thing about hedonic motivation that wastes wasted time, namely that it can provide information to consumers about products, prices, and so on.

2. Performance Expectancy (Performance Expectations)

Research by [Anisa et al. \(2019\)](#) explains performance expectancy, which is an expectation of the performance of a system or how high a person's level of confidence is in using the system to gain performance benefits from the results of their work. Factors that influence performance are effectiveness and efficiency, authority, discipline and initiative. In this case, performance expectancy is related to the use of technology and acceptance of technology.

3. Effort Expectancy (Effort Expectation)

In the research of [Kadua et al. \(2023\)](#) explained that effort expectancy is an ease in using technology. This will create interest that technology has convenience and usefulness so that it will create a feeling of comfort in working involving technology.

4. Facilitating Conditions

[Kadua et al. \(2023\)](#) explains that facilitating conditions are the facilities that a technology user has which creates an interest in using technology. As is the case with

the use of pay later. The existence of technological facilities in pay later can support someone to utilize these facilities.

5. Price Value (Price Value)

Price values in Putri (2023) states that (price value) is a situation where someone considers benefits and sacrifices. Price value is a value that is considered an important factor in predicting purchasing behavior. If the perceived benefits are greater than the sacrifices incurred, then consumers will show a willingness to use the technology.

6. Habit (Habits)

Amrin (2022) states that habit is the extent to which a person who uses technology tends to use a system or technology automatically because of learning. Habit is considered a good predictor for measuring behavioral intentions to use technology. The higher a person's level of using technology, the greater their intention to continue using technology, such as in pay later.

7. Technology Use

Use of technology according to Fadhilah (2023) Technology Use is a form of measurement of the frequency and duration time in technology use. A person's satisfaction with using technology if the technology is easy to use and increases productivity.

8. Social Influence (Social Influence)

Social Influence is an individual or group close to a customer who is able to influence the customer's behavior and decision making. This social influence refers to other people influencing a person's decisions (Harahap et al., 2023).

9. Consumptive Behavior (Consumer Behavior)

According to Nofri & Hafifah (2018) states that consumptive behavior or consumer behavior is behavior in obtaining, consuming and spending a product and service. In this case, consumer behavior involves the acquisition, consumption and sale of goods and services.

Hypothesis Development

1. The Influence of Hedonic Motivation on Consumptive Behavior

Research by Nikolopoulou et al. (2021) found research results that Hedonic motivation influences online product purchases. This is supported by hedonic motivation which has a positive and significant influence on interest in using the pay later payment method. So the hypothesis proposed is;

H1: Hedonic Motivation has a positive effect on consumptive behavior

2. The Influence of Performance Expectancy on Consumptive Behavior

Job expectations are the extent to which the use of technology can provide benefits to the user's work activities. Research by Zahra et al. (2022) found results that performance expectancy had a positive and significant effect on consumptive behavior. This is because the level of community performance in completing work can influence individuals in using pay later. The hypothesis proposed is as follows:

H2: Performance Expectancy has a positive effect on Consumptive behavior

3. The Influence of Effort Expectancy on Consumptive Behavior

Effort expectancy is the level of ease felt by users of a technology. [Anwar & Alviayatun \(2022\)](#) suggests that effort expectancy has a positive and significant effect on people's consumptive behavior in using pay later. This is because of the convenience factor which is believed to reduce energy, time and effort in carrying out activities. The hypothesis proposed is:

H3: Effort Expectancy has a positive effect on Consumptive behavior

4. Social Influence on Consumptive Behavior

The social environment often influences individuals to make purchases. This provides an indication of social influence as a variable that influences individual consumptive behavior. Research conducted by [Arnold & Reynolds \(2003\)](#) found that the social environment has a positive effect on consumer consumptive behavior. So the hypothesis proposed is:

H4: Social Influence has a positive effect on consumptive behavior

5. The Effect of Facilitating Conditions on Consumptive Behavior

Facilitating Conditions is an individual's understanding of trusting a system and the techniques available to support the use of technology. [Mea \(2022\)](#) states that if paylater has services, resources and support that are easy to understand, then someone will be more motivated and have an interest in using the technology. So the hypothesis proposed is:

H5: Facilitating Conditions have a positive effect on Consumptive behavior

6. The Influence of Price Value on Consumptive Behavior

Price value is a person's situation in considering benefits and sacrifices. To get something, one must make sacrifices. [Anwar & Alviayatun \(2022\)](#) States that The price value of a financial technology can influence interest in using the technology. Through paylater, it can influence people's interest in making transactions using pay later. The proposed hypothesis is:

H6: Price Value has a positive effect on consumptive behavior

7. The Influence of Habit on Consumptive Behavior

Habit is a person's automatic behavior in using a system that becomes a habit. [\(Nikolopoulou et al., 2021\)](#) States that The more often someone uses technology, the greater the opportunity for someone to be interested in adopting the applications offered. Therefore, someone who has installed the Paylater application will get used to using the application, which will become a habit and can increase interest in using Paylater. The hypothesis proposed is:

H7: Habit has a positive effect on consumptive behavior

RESEARCH METHOD

Research Data

The research data used in this research is primary data originating from questionnaires that researchers distributed directly or via social media to people from various regions. In the related questionnaire, researchers used a Likert scale to measure consumer consumptive behavior using the Paylater payment method. Likert scale data is a measurement tool that is often used in research to measure the level of agreement or disagreement, agreement or disagreement, or level of satisfaction with certain statements. The instruments in the questionnaire are: Hedonic Motivation (X1), Performance Expectancy (X2), Effort Expectancy

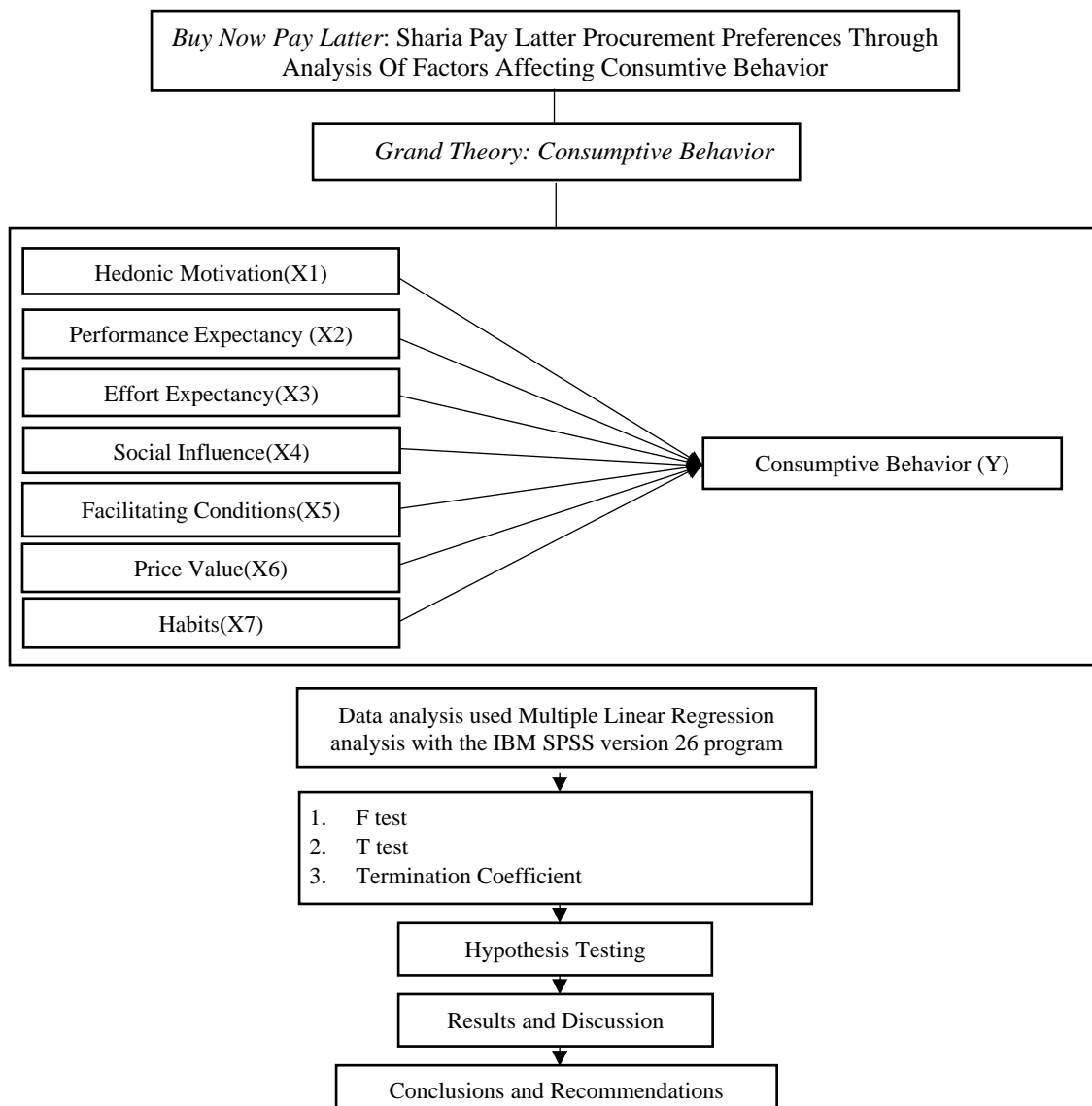
(X3), Social Influence (X4) Facilitating Condition (X5), Price Value (X6) Habit (X7) and Consumptive Behavior (Y).

Research Methods

This research employs a quantitative approach, meaning it investigates the phenomenon using quantifiable data that can be analyzed with statistical, mathematical, or computational methods. According to Sugiono (2016) This research collects concrete data in the form of numbers which are then analyzed statistically to uncover patterns and draw conclusions about the topic.

Research Design

From the previous theoretical explanation, the following is the design for this research:



Population and Sample

The population in this research is fintech application users who can use the payletter payment method. The sample in this study was determined using the purposive sampling method with a total of 500 respondents. The spectrum of respondents to this study can be explained as follows:

Table 1. Respondent Demographic Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	92	18.4	18.4	18.4
	20-25	346	69.2	69.2	87.6
	26-30	38	7.6	7.6	95.2
	31-45	18	3.6	3.6	98.8
	>46	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Based on table 1, the majority of respondents were 69.2% aged 20-25 years, 18.4% aged <20 years, 7.6% aged 26-30 years, 3.6% Aged 31-45 years, and 1.2% Aged >46 years.

Table 2. Respondent Demographic Based on Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No school	1	.2	.2	.2
	Junior High School	4	.8	.8	1.0
	Senior High School	175	35.0	35.0	36.0
	College	320	64.0	64.0	100.0
	Total	500	100.0	100.0	

Based on table 2, respondents were predominantly students with a percentage of 64,0%, out of which 35,0% were high school students, 8% were first-school students, and 2% were not attending school.

Table 3. Respondent Demographic Based on Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 million-3 million	192	38.4	38.4	38.4
	<1 million	246	49.2	49.2	87.6
	>3 million	62	12.4	12.4	100.0
	Total	500	100.0	100.0	

Based on table 3, it can be concluded that respondents are predominantly respondents with a percentage of 49.2% having a salary < 1 million, 38.4% having one to three million salaries, and 12.4% having a 3 million salary.

Table 4. Respondent Demographic Based on Market Place Used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopee	400	80.0	80.5	80.5
	Tokopedia	4	.8	.8	81.3
	Akulaku	1	.2	.2	81.5
	Ovo	1	.2	.2	81.7
	Lazada	15	3.0	3.0	84.7
	Blibli	1	.2	.2	84.9
	>1 Market Place	74	14.8	14.9	99.8
	11	1	.2	.2	100.0
	Total	497	99.4	100.0	
	Missing	Systems	3	.6	
	Total	500	100.0		

The table above explains that the most popular paylater platform or application used by respondents is Shopee with 400 users.

Table 5. Respondent Demographic Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	187	37.4	37.4	37.4
	Woman	313	62.6	62.6	100.0
	Total	500	100.0	100.0	

From the table above, it can be seen that the number of female respondents was 313 while the number of male respondents was 187.

Data Collection Techniques and Instruments

This research uses purposive sampling, choosing participants based on specific criteria. The criteria in this research are users of applications or platforms that have a paylater payment method. Data collected by conducting field surveys through questionnaires distributed online on social media. The questionnaire distributed in this study consisted of questions with answers using an interval scale of 1-6, from Strongly Disagree (STS=1) to Strongly Agree (SS= 6).

Processing and Analysis of Data

This research was tested empirically with a statistical approach using the IBM SPSS Ststistics 26 statistical test tool. The data tested was multiple linear regression to determine the results of the t test, f test and coefficient of termination test

RESULTS AND DISCUSSIONS

Table of T Test Results (Partial)

Table 6. T Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,628	,765		19,130	,000
Hedonic Motivation (X1)	,341	,035	,418	9,696	,000
Performance Expectancy (X2)	,017	,046	,026	,365	,016
Effort Expectancy (X3)	,068	,060	,082	1,130	,043
Social Influence (X4)	,044	,042	,063	1,040	,299
Facilitating Conditions (X5)	,100	,052	,143	1,923	,040
Price Value (X6)	-,147	,070	-,130	-2,100	,036
Habit (X7)	-,085	,038	-,152	-2,202	,028

Based on table 6, it can be concluded that the Hedonic Motivation variable has a significance value of 0,000, the performance expectancy variable is 0.066. The significance of the effort expectance is 0.043, the social influence is 0.299, the facilitating conditions are 0.040, the price value is 0.036. The significance value of the habit variable is 0.028. From this it can be concluded that the variables hedonic motivation, performance expectancy, effort expectancy, facilitating conditions, price value and habit partially influence consumptive behavior because their significance value is smaller than 0.05. Meanwhile, the social influence variable has no influence on consumer behavior.

F Test Results

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1913,729	7	273,390	16,941	,000b
	Residual	7923,498	491	16,137		
	Total	9837,226	498			

From the data obtained in the anova test table or F test, the calculated F value is 16,941 with probability 0.000. Because the probability is much smaller than 0.05, the regression model can be used to predict the dependent variable (consumptive behavior) or it can be said that the independent variable (hedonic motivation, performance expectancy, effort expectancy, social influence, facilitating conditions, price value and habit) together have an influence on the dependent variable (consumptive behavior).

Termination Coeficiet Test Result

Table 8. Termination Coeficiet Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,441a	,695	,689	4,017

In the SPSS model summary output display, the coefficient of determination in the Abjusted R Square is 0.695, this means that 69.5% of the dependent variable (consumptive behavior) can be explained by the independent variable (hedonic motivation, performance expectancy, effort expectancy, social influence, facilitating conditions, price value and habit). Meanwhile, the remainder ($100\% - 69.5\% = 30.5\%$) is influenced by other variables outside the research.

1. Hedonic Motivation → Consumptive Behavior

Statistical test results show a t value of 0.000 and moresmaller than 0.05 so it can be interpreted that the Hedonic Motivation variable has a positive effect on the consumptive behavior variable. In the sense that consumers' hedonistic lifestyle can influence their purchasing behavior, the higher a person's hedonistic attitude, the higher they look for products to buy. These results are supported by [Curniation \(2023\)](#) who obtained research results that hedonistic attitudes influence consumer consumptive behavior. Research conducted by [Otomo et al. \(2023\)](#) who also found that hedonistic attitudes influence a person's consumptive behavior. So H1 which states "Hedonic Motivation has a significant influence on investment interest" can be accepted

2. Performance Expectancy → Consumptive Behavior

The statistical test results show a t value of 0.016 and moresmaller than 0.05 so it can be interpreted that the performance expectancy variable has a positive effect on the consumptive behavior variable. This can be interpreted as meaning that . This is supported by research by [Kadua et al. \(2023\)](#) who found research results that performance expectancy had a positive effect on consumptive behavior. Research by [Kadir & Ismail \(2023\)](#) also states the same thing that the performance expectancy variable has a significant effect on consumptive behavior. In the sense that the higher the trust of Paylatter users, the greater the increase in their consumptive behavior in using the Paylatter payment method. So H2 which states "Performance expectancy has a significant influence on consumptive behavior" can be accepted

3. *Effort Expectancy* → *Consumptive Behavior*

In the SPSS output, the statistical test results show a t value of 0.043 and moresmaller than 0.05 so it can be interpreted that the effort expectancy variable has a positive effect on the consumptive behavior variable. This research is the same as the results of [Achiriani & Hasbi \(2021\)](#) which states that the effort expectancy variable has a positive influence on consumptive behavior. So H3 which states "Effor Expectancy has a significant influence on consumptive behavior" can be accepted

4. *Social Influence* → *Consumptive Behavior*

SPSS output in statistical test results shows a t value of 0.299 and moregreater than 0.05 so it can be interpreted that the social influence variable has no effect on the consumptive behavior variable. This can be interpreted as meaning that the social environment does not determine whether consumers will increase their consumptive behavior or not. However, together social influence can have an influence, it can be interpreted as social influence requiring other variables to attract consumers. These results are supported by research by [Muwaffaq et al. \(2023\)](#) which states that the social environment has no influence on consumer consumption behavior (consumptive behavior). So H4 which states "Hedonic Motivation has a significant influence on investment interest" can be accepted

5. *Facilitating Conditions* → *Consumptive Behavior*

The statistical test results show a t value of 0.040 and moresmaller than 0.05 so it can be interpreted that the facilitating conditions variable has a positive effect on the consumptive behavior variable. This can be interpreted as meaning that the greater the consumer's trust in technical support, the greater their purchases will increase using the Paylatter payment method. The results of this research are supported by [Cuandra \(2022\)](#) who found that the facilitating conditioning variable had a positive effect on consumptive behavior. So H5 which states "facilitating conditions have a significant influence on consumptive behavior" can be accepted

6. *Price Value* → *Consumptive Behavior*

The statistical test results show a t value of 0.036 and moresmaller than 0.05 so it can be interpreted that the Price value variable has a positive effect on the consumptive behavior variable. This can be interpreted that the more consumers believe that the price is comparable to the goods they expect, the more their consumption will increase by making payments. They hope that their consumption will also increase by making Pay Latter payments. Research conducted by [Amrin et al. \(2023\)](#) and [Son \(2023\)](#) also found the same results that the price value variable had a positive effect on consumer behavior. So H6 which states "Price value has a significant influence on consumptive behavior" can be accepted

7. *Habits* → *Consumptive Behavior*

The statistical test results show a t value of 0.028 and moresmaller than 0.05 so it can be interpreted that the habit variable has a positive effect on the consumptive behavior variable. This can be interpreted that the more consumers get used to using Paylatter, the more their consumption behavior will increase using the Paylatter payment method. These results are supported by [Barokah \(2023\)](#) and [Triana & Martono \(2021\)](#) which states that habit has an influence on consumptive behavior. So H7 which states "Habit has a significant influence on consumptive behavior" can be accepted

CONCLUSION AND RECOMMENDATION

The development of fintech has made things easier for consumers. One of them is the Paylater payment system where consumers can bring the goods they want and can pay for them at a later date. Seeing this potential, it is necessary to innovate a Paylater payment system that does not harm one party because interest is an additional cost. Sharia Paylater is the right innovation in developing a fair payment system. From the results of the analysis, this research found that the results were variable hedonic motivation, performance expectancy, effort expectancy, facilitating conditions, price value and habit have a significant effect on consumptive behavior. Meanwhile, the social influence variable has no influence on consumptive behavior. Based on the conclusions above, the suggestions we can give for the government to improve the paylater payment system by supporting the existence of justice-based Sharia paylater. For people not to be too tempted to buy products if they are not needed, but if it is urgent and financially constrained, they can look for a Sharia-based paylater payment system. The suggestions for academics to continue to develop literacy related to financial technology. For future researchers, they should add other variables that are not yet in this research because there are still variables that explain consumptive behavior outside of the variables used in this research. For business actors in the financial technology sector, they should start reducing additional costs that can trigger interest which can be detrimental to one party.

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