

**PERCEIVED USEFULNESS AND EASE OF USE OF BNPL:
IMPACT ON IMPULSIVITY AND POST-PURCHASE
INTENTION AMONG INDONESIAN GEN Z CONSUMERS**

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**Perceived Usefulness and Ease of Use of BNPL:
Impact on Impulsivity and Post-Purchase Intention Among Indonesians Gen Z Consumers**

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Wenzao University of Languages, 2025

Abstract

The rapid growth of e-commerce in Indonesia has spurred the adoption of alternative payment methods, particularly Buy Now, Pay Later (BNPL) services. These services enable consumers to make purchases while deferring payment, making them increasingly popular among Generation Z. This study investigates the perceived usefulness and ease of use of BNPL services and their effects on impulsive buying behavior and post-purchase intentions among Generation Z e-commerce consumers in Indonesia. Furthermore, it examines how demographic factors and attitudes toward debt shape consumers' perceptions and usage of BNPL. Utilizing a questionnaire survey method over 7 days, I gathered 228 responses from Generation Z participants. After excluding 5 respondents who had not used BNPL services, 223 valid responses were retained for analysis using Stata. The findings reveal that both perceived usefulness and ease of use key components of the Technology Acceptance Model (TAM)—significantly influence impulsive buying and post-purchase intentions, encouraging greater adoption of BNPL services among Generation Z. Additionally, the study explores the moderating effects of demographic factors and attitudes toward debt on consumers' perceptions and usage of BNPL. These insights clarify how BNPL services affect purchasing decisions and financial well-being among young Indonesians, offering key implications for marketers and policymakers.

Keywords: buy now, pay later (BNPL), e-commerce, generation Z, consumer behavior, TAM

先買後付模式的使用感受與易用性：

對於印尼 Z 世代消費者之購買衝動與購後意圖的影響

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摘要

印尼電子商務的快速發展以及引發對於另種付費方式的採用，特別是先買後付服務 (BNPL)。這些服務讓消費者可以先消費但是延後付款，在 Z 世代年輕人之中逐漸受到歡迎。這個研究調查先買後付模式的使用感受與易用性，針對印尼 Z 世代消費者之購買衝動與購後意圖的影響。更進一步，本研究檢視人口統計因素以及對於債務的觀念如何塑造消費者使用先買後付服務的感受。利用訪查研究與問卷方式，本研究於 7 日內蒐集 225 份有效訪查結果，使用統計方法進行分析。研究結果顯示，科技接受模式(TAM)中的使用感受與易用性，顯著性地影響了購買衝動與購後意圖，鼓勵了 Z 世代對於先買後付服務的更大規模的使用。並且，本研究發現人口統計因素以及對於債務的觀念對於使用先買後付服

務與否有較弱的影響。這些洞見澄清了先買後付服務對於印尼年輕世代的購買決策與財務狀況的影響力，這提供了市場行銷者與政策制定者關鍵的心得。

關鍵字：先買後付、電子商務、Z 世代、消費者行為、科技接受模式

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INTRODUCTION

Background

E-commerce has revolutionized the way consumers shop, offering convenience and a wide range of products. According to Juniper Research, it is reported that as of 2023, there are approximately 2.64 billion online buyers worldwide. The rapid growth of e-commerce and the emergence of innovative payment methods have transformed the way consumers make purchases. One such payment option is Buy Now Pay Later (BNPL), which allows consumers to make purchases and defer payment over a specific period. Furthermore, according to a study conducted by Juniper Research, the number of users utilizing Buy Now Pay Later (BNPL) services is projected to exceed 900 million globally by 2027, representing a significant increase from the 360 million users recorded in 2022.¹ This substantial growth of 157% can be attributed to the expected economic downturn, which is anticipated to drive higher demand for affordable credit solutions.² The statistics provided by Juniper Research highlight the immense scale of online buying and the rising popularity of BNPL services in the global market.

Indonesia stands as the fourth most populous country worldwide, boasting a population of 259.4 million individuals, with 30% of this populace representing Generation Z.³ Buy Now Pay later has become the favorite payment method among Generation Z for online shopping. Yohanes Arts Abimanyu, an Indonesian professional, holds the position of President Director at Pefindo

¹ Juniper Research, "Buy Now Pay Later Users to Reach Over 900 Million Globally by 2027," (August 2022), <https://www.juniperresearch.com/press/bnpl-users-reach-over-900-million-by-2027>.

² Lauren Ah Fook and Lisa McNeill, "Click to Buy: The Impact of Retail Credit on Over-Consumption in the Online Environment," *Sustainability* 12, no. 18 (2020), <https://doi.org/10.3390/su12187322>, https://mdpi-res.com/d_attachment/sustainability/sustainability-12-07322/article_deploy/sustainability-12-07322-v2.pdf?version=1600415859.

³ Septian Deny, "Masih Digandrungi, Pengguna E-Commerce Indonesia Capai 196 Juta di 2023," *Liputan 6* Nov 7, 2023, <https://www.liputan6.com/bisnis/read/5447108/masih-digandrungi-pengguna-e-commerce-indonesia-capai-196-juta-di-2023?page=3>.

Credit Bureau, an esteemed credit bureau in Indonesia. Pefindo is widely recognized for its provision of credit rating and risk assessment services to businesses and financial institutions. Recent data, as of November 2023, indicates that the value of Buy Now Pay Later (BNPL) loans reached Rp 28.22 trillion, reflecting a substantial 16.99% year-on-year increase and a notable 25.98% month-on-month growth. These figures highlight the growing significance of BNPL in the Indonesian market, indicating a rising preference for flexible payment options among consumers.⁴ The dominance of young people in using BNPL features is already anticipated. This is because many BNPL service providers specifically target the youth as their market.⁵ Most of these companies advertise their pay-later features when young people are shopping for fashion and lifestyle products on their favorite e-commerce platforms or marketplaces. This service is conveniently accessible across a multitude of electronic commerce platforms, including popular choices among Generation Z like Shopee, ensuring widespread availability and ease of use for users within this demographic.

Motivation

The Buy Now, Pay Later (BNPL) and Peer-to-Peer (P2P) lending services are rapidly growing in Indonesia. Many individuals facing difficulties in accessing traditional banking services opt for BNPL and P2P lending for both business and consumptive needs due to their easy and fast requirements. Various companies across different sectors are starting to adopt BNPL systems.

⁴ Mentari Puspadini, "Gen Z dan Milenial RI Nggak Paylater Rp 1,12 Triliun," *CNBC Indonesia* (Indonesia) January 16, 2024, <https://www.cnbcindonesia.com/market/20240116104802-17-506203/gen-z-dan-milenial-ri-nunggu-paylater-rp-112-triliun>.

⁵ Kevin Sihontang Rikando Somba, "Paylater, Fitur Favorit Generasi Z," *VALIDNEWS.ID* 2023, <https://validnews.id/catatan-valid/paylater-fitur-favorit-generasi-z>.

Among these companies, E-Commerce is one that promotes its pay-later feature, especially when young people are shopping for fashion and lifestyle products on their favorite e-commerce platforms or marketplaces catering to Generation Z. This indicates a targeted approach towards Generation Z, leveraging their familiarity with digital technology and their relatively limited credit history compared to older generations, driving the increased adoption of BNPL services.

As the influence of BNPL (Buy Now, Pay Later) continues to expand, it reshapes the purchasing habits of Generation Z. Thus, conducting comprehensive research on consumer behavior and decision-making concerning BNPL services within Indonesia's bustling e-commerce market becomes imperative. The primary goal is to glean valuable insights into the determinants driving the adoption of BNPL, motivations propelling its usage, and its effects on consumer behavior, including tendencies towards impulse buying, levels of financial literacy and responsibility, and overall customer satisfaction.

Research Purpose

The study aims to delve into the perceived usefulness and ease of use of BNPL (Buy Now, Pay Later) services and their effects on impulsivity and post-purchase intention among Generation Z e-commerce consumers in Indonesia. The findings have practical implications for businesses and policymakers, enabling them to make informed decisions that promote responsible financial behavior and create an optimal consumer experience with BNPL services. By examining the perceived usefulness and ease of use of BNPL services, this research seeks to uncover the psychological and behavioral drivers behind their adoption. Understanding these factors is crucial as BNPL services offer both opportunities and challenges: they can enhance the shopping experience and accessibility of products, but they can also lead to increased impulsivity and financial strain if not used responsibly. In sum, this study aims to provide a comprehensive view

of how BNPL services influence Generation Z's purchasing decisions, satisfaction, and financial well-being in the Indonesian e-commerce market. By doing so, it contributes to creating an optimal consumer experience and promotes sustainable financial practices.

Research Question

In this paper, the author will ask some questions related to the impact of BNPL (Buy Now, Pay Later) system in Indonesia.

1. How does satisfaction with BNPL purchases, perceived usefulness, and ease of understanding BNPL influence future usage intentions among Generation Z e-commerce consumers in Indonesia?
2. How do demographic factors such as income and education affect post-purchase intentions and perceptions of BNPL's impact on financial health?
3. How do impulsive buying behavior and the perception of BNPL's impact on financial health influence unplanned purchasing decisions among Generation Z consumers?

Contribution

The primary contribution of this research is to enhance our understanding of how Buy Now Pay Later (BNPL) services impact Generation Z's consumer behavior in the E-commerce market in Indonesia. By investigating the major factors driving the adoption of BNPL services and examining their impact on consumer behavior, this study provides valuable insights for businesses and policymakers.

Limits

This research focuses on the behavior of Generation Z users in adopting Buy Now Pay Later (BNPL) services in Indonesia, with a time limit from July to October. The study will concentrate on users who mostly utilize 1-2 popular BNPL applications among Generation Z.

Through these limitations, the research aims to provide deeper insights into the factors influencing Generation Z users' decisions in utilizing BNPL services.

Delimits

This research focuses specifically on the impact of BNPL services on consumer behavior in the E-commerce market in Indonesia. It delimits the scope to examine the factors influencing the adoption of BNPL systems and their consequences for Generation Z consumers. Consequently, the findings may not be directly applicable to other payment methods or financial services. Furthermore, the study primarily investigates the Indonesian market context, recognizing that consumer behavior and the determinants of BNPL adoption may differ in other countries or regions. This study also does not consider the social status of users, whether they are from lower class, middle class, or higher class. By not focusing on social status, the research aims to analyze the general impact of BNPL services on Generation Z consumers in the Indonesian E-commerce market, regardless of their socioeconomic background.

LITERATURE REVIEW

Overview of Buy Now Pay Later (BNPL) Services in E-Commerce

Understanding Buy Now, Pay Later (BNPL) Services in E-Commerce

Buy Now Pay Later (BNPL) refers to a payment option wherein customers can acquire a product instantly and settle the payment at a later time, usually in installments.⁶ This payment scheme offers consumers the flexibility to make immediate purchases and postpone payments, often without incurring additional interest charges⁷. BNPL services are typically provided by financial technology (Fintech) companies, which cover the purchase amount on behalf of the customer, allowing them to repay the sum gradually over a specified timeframe, typically ranging from one to several months.

BNPL providers generate revenue by imposing fees on merchants for transactions and penalties for late payments. This allows merchants to benefit from increased sales, secure payments, and an enhanced brand reputation when they offer BNPL services.⁸

From the customer's perspective, BNPL provides various flexible payment options, such as paying the full amount after 30 days, dividing payments into 3 or 4 equal interest-free installments, or opting for financing that spreads the cost of larger purchases over up to 36 monthly payments with interest charges.

⁶ Muhammad Kashif Shad Siti Nuraqilah Binti Ahmad Tamrin, Bilal Mukhtar, and Nasir Abdul Jalil Fong Woon Lai, "A Proposed Framework for Assessing BNPL (Buy Now, Pay Later) Adoption and its Impact on Consumers' Buying Behavior" (International Conference on Environmental, Social and Governance, Malaysia, 2023).

⁷ Wenlong Bian, Lin Cong, and Yang Ji, "The Rise of E-Wallets and Buy-Now-Pay-Later: Payment Competition, Credit Expansion, and Consumer Behavior," *SSRN Electronic Journal* (2023), <https://doi.org/10.2139/ssrn.4448271>.

⁸ Della Ayu Zonna Lia Salsabilla Lu'ay Natswa, "Buy-Now-Pay-Later (BNPL): Generation Z's Dilemma on Impulsive Buying and Overconsumption Intention," *Advances in Economics, Business and Management Research* 193 (Nov 23, 2021), <https://doi.org/10.2991/aebmr.k.211115.018>.

In the realm of e-commerce, BNPL is seamlessly integrated into the payment process, making installment payments easy and convenient. Merchants who participate in the program pay the provider a commission ranging from 2% to 8% of the purchase price for each transaction.

Evolution of Buy Now, Pay Later (BNPL) Services in E-Commerce

Buy Now, Pay Later (BNPL) services have become increasingly popular in e-commerce, offering consumers the option to make purchases and delay payments through installment plans, all without requiring a loan or undergoing a credit check.⁹ Initially, the concept of BNPL isn't entirely new; it mirrors traditional layaway plans and credit systems but with a modern, digital twist that aligns with the preferences of today's consumers. The BNPL payment method has gained traction primarily due to its convenience and affordability when compared to traditional payment methods. Furthermore, the Covid-19 pandemic has expedited the adoption of BNPL services, particularly among the underbanked and unbanked segments of the population in Indonesia. BNPL has become increasingly popular among e-wallet users globally, with projections indicating that it will account for a substantial amount in global transactions by 2025.¹⁰ The market for BNPL services has experienced swift expansion, with forecasts indicating substantial growth in its market scale in the upcoming years. As a result, it has become a prominent participant in the e-commerce sector. The advancement of BNPL services has had a profound impact on both consumer purchasing habits and the overall dynamics of e-commerce transactions.

⁹ Cindera Ika Putri Hegawan et al., "Exploring the influence of perceived usefulness and value of PayLater/BNPL on satisfaction, impulsive buying, and post-purchase intention," *International Journal of Emerging Trends in Social Sciences* 15, no. 1 (2023), <https://doi.org/10.55217/103.v15i1.667>, <http://scipg.com/index.php/103/article/download/667/621>.

¹⁰ Lin William Cong Wenlong Bian, and Yang Ji, "The Rise of E-Wallets and Buy-Now-Pay-Later: Payment Competition, Credit Expansion, and Consumer Behavior," *SSRN Electronic Journal* (Jan 2024), <https://doi.org/10.2139/ssrn.4448271>.

The BNPL market is expected to grow significantly in the coming years, with a Compound Annual Growth Rate (CAGR) of 33.2% during 2021-2028.¹¹ It has introduced a new level of flexibility and convenience in payment options, revolutionizing the way consumers make purchases in the digital marketplace, which have a significant positive impact on consumer buying behavior.¹²

Implications of Buy Now, Pay Later (BNPL) in E-Commerce

The rise and swift expansion of Buy Now, Pay Later (BNPL) services worldwide have attracted considerable attention from researchers and policymakers. These services enable consumers to make immediate purchases and defer payment over a period of time. While BNPL services have been lauded for their convenience and their role in stimulating consumer spending, they have also raised concerns regarding consumer protection, financial literacy, and the potential for heightened levels of indebtedness.¹³

The discussions and concerns raised globally reflect the broader discourse surrounding the BNPL industry. These conversations often center around regulatory oversight, consumer protection, financial literacy, and the potential impact on consumer debt. The differences in regulatory approaches, market dynamics, and consumer behavior in various countries highlight different aspects of these ongoing discussions.

¹¹ Siti Nuraqilah Binti Ahmad Tamrin and Fong Woon Lai, "Short A Proposed Framework for Assessing BNPL (Buy Now, Pay Later) Adoption and its Impact on Consumers' Buying Behavior."

¹² T. N. Mursitama et al., "Effect of Payment Gateways towards Online Shopping Behavior in SME in Indonesia," *E3S Web of Conferences* 426 (2023), <https://doi.org/10.1051/e3sconf/202342602018>, https://www.e3s-conferences.org/articles/e3sconf/pdf/2023/63/e3sconf_icobar23_02018.pdf.

¹³ Allen Sng and C. Tan, "Buy Now Pay Later in Singapore: Regulatory Gaps and Reform," *SSRN Electronic Journal* (2021).

The transformative impact of Buy Now, Pay Later (BNPL) services on responsible consumption and lending practices is evident.¹⁴ In contrast to conventional credit products, BNPL companies claim to prioritize responsible lending through greater inclusivity and fairer loan terms.¹⁵ However, this paradigm shift also places a substantial burden of responsibility on consumers. If consumers fail to meet their repayment obligations, they face the consequences of any resulting financial difficulties. Consequently, this model may unintentionally encourage increased spending and normalize the use of BNPL for everyday purchases, potentially leading some users into cycles of financial strain and overextension.

In examining the regulatory obstacles associated with Buy Now, Pay Later (BNPL) services, scholars have underscored significant challenges. These services frequently operate beyond the confines of traditional consumer credit regulations, raising substantial concerns about safeguarding consumer interests.¹⁶ Notably, BNPL arrangements evade the 'responsible lending' obligations imposed on other credit offerings, opting instead for a framework centered around 'responsible spending'. This regulatory vacuum highlights the urgent requirement for revised legislative measures and regulatory frameworks specifically tailored to address the distinctive characteristics of BNPL services.

¹⁴ R. Aalders, "Buy now, pay later: redefining indebted users as responsible consumers," *Information Communication & Society* 26, no. 5 (Apr 4 2023), <https://doi.org/Artn 2161830> 10.1080/1369118x.2022.2161830, <Go to ISI>://WOS:000930666700001.

¹⁵ P. Gerrans, D. G. Baur, and S. Lavagna-Slater, "Fintech and responsibility: Buy-now-pay-later arrangements," *Australian Journal of Management* 47, no. 3 (Aug 2022), <https://doi.org/Artn 03128962211032448> 10.1177/03128962211032448, <Go to ISI>://WOS:000676902000001.

¹⁶ B. Guttman-Kenney, C. Firth, and J. Gathergood, "Buy now, pay later (BNPL) ... on your credit card ..." *Journal of Behavioral and Experimental Finance* 37 (Mar 2023), <https://doi.org/ARTN 100788> 10.1016/j.jbef.2023.100788, <Go to ISI>://WOS:001010862600001 <https://www.sciencedirect.com/science/article/pii/S2214635023000023?via%3Dihub>.

Recent research has explored the financial implications of utilizing Buy Now, Pay Later (BNPL) services, focusing on specific groups within the population. One study conducted by Gerrans (2021) demonstrates that an individual's level of financial literacy plays a significant role in shaping their perception and utilization of BNPL offerings. Those with lower financial literacy tend to view BNPL services as more beneficial and perceive fewer associated risks.¹⁷ In a related study, Guttman-Kenney (2022) highlights a troubling trend observed among certain demographics, such as younger consumers and those residing in economically disadvantaged areas. These individuals frequently resort to charging their BNPL purchases to their credit cards.¹⁸ However, this practice can lead to increased financial strain due to the higher interest rates associated with credit card debt, which contrast with the interest-free installment options provided by BNPL services.

Understanding Generation Z Consumer Behavior in E-Commerce

Characteristics of Generation Z in E-Commerce

Generation Z, colloquially known as Gen Z or zoomers, represents a demographic cohort born between approximately 1997 and 2015, epitomizing the pioneering generation immersed in digital technologies. Their engagement in e-commerce is notably influenced by a strong preference for mobile technology and digital platforms. Growing up in an era characterized by widespread internet usage and the omnipresence of smartphones, Generation Z demonstrates exceptional proficiency in utilizing technological platforms and displays a preference for omnichannel consumer practices.¹⁹ This generation exhibits heightened engagement in online shopping,

¹⁷ Gerrans, Baur, and Lavagna-Slater, "Fintech and responsibility: Buy-now-pay-later arrangements."

¹⁸ Guttman-Kenney, Firth, and Gathergood, "Buy now, pay later (BNPL) ... on your credit card ...".

¹⁹ S. Puiu et al., "Assessing the Adoption of Mobile Technology for Commerce by Generation Z," *Electronics* 11, no. 6 (Mar 2022), <https://doi.org/ARTN 866>
10.3390/electronics11060866, <Go to ISI>://WOS:000775370200001.

attributed primarily to their reliance on smartphones and other mobile devices for various shopping activities.²⁰ Their preference for utilizing mobile platforms extends beyond mere purchasing, encompassing product research and service exploration. Consequently, businesses are compelled to adapt by devising innovative marketing strategies and crafting responsive shopping interfaces tailored to Gen Z's proclivities, thereby fostering enduring consumer loyalty. Furthermore, the perpetual evolution of e-commerce platforms, oriented towards augmenting consumer interaction and refining customer service, resonates with the preferences and behaviors of Generation Z, who actively seek streamlined and convenient shopping experiences.²¹

Generation Z, characterized as value-conscious and experience-driven, represents the most discerning cohort in terms of purchasing power.²² They prioritize the ethos behind a business's products and seek authentic narratives. This generation demands a seamless multi-channel shopping experience, seamlessly transitioning between brick-and-mortar establishments, websites, and social media platforms.²³ Furthermore, Gen Z conducts thorough research before making online purchases, comparing value propositions against prices.²⁴ They heavily rely on word-of-mouth marketing and are particularly influenced by influencer endorsements. Therefore, directing marketing efforts towards influencer collaborations holds significant sway in engaging Generation Z.²⁵

²⁰ Muhammad Zhulal, Shofi Arofatul Marits, and Sebastian Herman, "Generation Z Purchasing Behavior Profile in the Digital Economy: Normative Analysis in Online Markets," *Jurnal Ilmiah Manajemen Kesatuan* (2024).

²¹ Zhulal, Marits, and Herman, "Generation Z Purchasing Behavior Profile in the Digital Economy: Normative Analysis in Online Markets."

²² Puiu et al., "Assessing the Adoption of Mobile Technology for Commerce by Generation Z."

²³ Paula Dewanti and R.Eko Richardus Djokopranoto Indrajit, "The Effect of Xyz Generation Characteristics to E-commerce C-to-c: a Review" (Jul 2018).

²⁴ A. Hidvégi and A. Kelemen-Erdős, "Assessing the Online Purchasing Decisions of Generation Z," (2016), <http://kgk.uni-obuda.hu/fikusz>.

²⁵ Muhammad . Rafidarma K and Fitri Aprilianty, "The Impact Buy Now Pay Later Feature Towards Online Buying Decision in E-Commerce Indonesia," *International Journal of Business and Technology Management* Vol 4 No 3 (Sep 2022).

Generation Z's payment methods preferences in online shopping in E-Commerce

Generation Z's preferences in online shopping are influenced by their high visual-person involvement, requiring clear and instant information, and a preference for platforms that offer convenience features. They frequently use social media for shopping due to its immediacy and visual nature, but also appreciate marketplace platforms for their convenience.²⁶ Additionally, they are drawn to Buy-Now-Pay-Later (BNPL) services, which cater to their tendencies towards impulsive buying and overconsumption, which cater to their immediate financial needs despite not having a fixed income.²⁷ In terms of payment methods, this generation is leaning towards a cashless society, favoring electronic payments (e-payments) that do not require physical credit cards or signatures. Factors such as social influence, performance expectancy, and facilitating conditions significantly impact their usage of e-payment systems.²⁸ Generation Z chooses Buy-Now-Pay-Later (BNPL) services because these options provide a solution to fulfill their immediate needs without requiring upfront payment.²⁹ This is particularly appealing to them as many are still students or early in their careers without a fixed income, making BNPL services a convenient financial tool.³⁰ In contrast, credit cards typically involve interest charges if the balance is not cleared within the billing cycle, and e-payments usually require immediate deduction of funds from linked accounts.³¹ This makes BNPL particularly attractive for Generation Z, who may not have the immediate funds available or prefer not to commit their cash at the point of sale.

²⁶K. Das, Tamhane, T., Vatterott, B., Wibowo, P., & Wintels, S., "The digital archipelago: How online commerce is driving Indonesia's economic development," *McKinsey and Company* (August 28, 2018).

²⁷ Raden Aswin Rahadi et al., "Towards a cashless society: Use of electronic payment devices among generation Z," *International Journal of Data and Network Science* 6, no. 1 (2022), <https://doi.org/10.5267/j.ijdns.2021.9.014>.

²⁸ Annisa Fadila, "Pengguna paylater naik 14 kali lipat," *Keuangan Kontan* (Jul. 03, 2021), <https://keuangan.kontan.co.id/news/punya-fitur-paylater-pengguna-gopay-naik-14-kali-lipat>.

²⁹ M. Backman, "Study: Buy Now, Pay Later Services Continue Explosive Growth.," *The Motley Fool* (2020, July 20), <https://www.fool.com/the-ascent/research/buy-now-pay-later-statistics/>.

³⁰

³¹ Rahadi et al., "Towards a cashless society: Use of electronic payment devices among generation Z."

TAM and Variables

TAM (Technology Acceptance Model)

The Technology Acceptance Model (TAM) is a widely used theoretical framework developed by Fred Davis in 1989 to explain and predict user acceptance of information technology (IT) systems.³² The model is based on the premise that an individual's intention to use a particular technology is determined by two key factors: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived Usefulness (PU) refers to the degree to which a person believes that using the technology will enhance their performance or productivity. While, Perceived Ease of Use (PEOU) is the degree to which a person believes that using the technology will be free of effort. The original TAM posits that PEOU has a direct influence on PU, and both PU and PEOU together determine an individual's attitude towards using the technology, which then leads to their behavioral intention to use the technology, and ultimately, the actual usage behavior.³³

The Technology Acceptance Model (TAM) can be applied to the adoption of Buy Now, Pay Later (BNPL) services by considering how these services offer convenience, affordability, and promotional offers that enhance the shopping experience.³⁴ TAM is a widely used theory that explains how users perceive and adopt new technologies, and it can be applied to the context of BNPL by examining how these services impact consumer behavior. The future of BNPL is

³² Julies David Bryan and Tranos Zuva, "A Review on TAM and TOE Framework Progression and How These Models Integrate," *School of Applied and Computer Science, Department of ICT, Vaal University of Technology, Vanderbijlpark, 1911, South Africa* | Vol. 6, No. 3 (March 27, 2021).

³³ Bryan and Zuva, "A Review on TAM and TOE Framework Progression and How These Models Integrate."

³⁴ Dr. Islam Abdelbary, "Decoding Buy Now, Pay Later in Egypt: A Dive into Adoption Drivers and Financial Behaviors," *Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt*, no. 87 (September 2023).

expected to be shaped by factors such as growing TAM, increased adoption, competition, and regulation.³⁵

Perceived Usefulness and Impulsive Buying Behavior.

A series of studies have examined the link between perceived usefulness and impulse buying in the context of Buy Now, Pay Later (BNPL) services. Hegawan, found that BNPL's perceived utility increases satisfaction and post-purchase intentions, as well as impulsive buying.³⁶ Juita highlighted how digital financial literacy and self-control affect impulsive buying among BNPL users.³⁷ Raj linked materialism, BNPL use, and impulsive buying, potentially leading to compulsive buying. These findings emphasize the complex dynamics between perceived usefulness, impulse buying, and BNPL, underscoring the need for responsible use.³⁸

Factors such as affordability, flexibility, convenience, access to credit, peace of mind, and retailer trust shape consumers' perceived usefulness of BNPL.³⁹ While BNPL facilitates purchases without upfront payment, increasing impulse buying risks, it also helps manage finances by requiring regular payments and improving budgeting awareness.

Perceived Usefulness and Post-Purchase Intention

Perceived usefulness significantly influences post-purchase intentions, with research consistently showing that it positively affects consumers' intentions to repurchase or recommend

³⁵ Abdelbary, "Decoding Buy Now, Pay Later in Egypt: A Dive into Adoption Drivers and Financial Behaviors."

³⁶ Hegawan et al., "Exploring the influence of perceived usefulness and value of PayLater/BNPL on satisfaction, impulsive buying, and post-purchase intention."

³⁷ Rita Rahayu et al., "Understanding Impulsive Buying Behaviour Among Buy Now Pay Later (BNPL) Users and its Implication for Overconsumption and The Environment," *Management Analysis Journal* 12, no. 4 (2023), <https://doi.org/10.15294/maj.v12i4.75816>, <https://journal.unnes.ac.id/sju/maj/article/download/75816/25978>.

³⁸ Vijay Amrit Raj, Sahil Singh Jasrotia, and Siddharth Shankar Rai, "Intensifying materialism through buy-now pay-later (BNPL): examining the dark sides," *International Journal of Bank Marketing* 42, no. 1 (Jan 22 2024), <https://doi.org/10.1108/ijbm-08-2022-0343>, <Go to ISI>://WOS:001044469600001.

³⁹ Rahadi et al., "Towards a cashless society: Use of electronic payment devices among generation Z."

a product or service. When consumers find a product or service useful, they are more likely to develop a positive attitude towards it, enhancing their intention to continue using it or recommending it to others.⁴⁰

In the context of Buy Now, Pay Later (BNPL) services, consumers who perceive BNPL as useful and have a positive experience are likelier to exhibit positive post-purchase intentions, such as repeat purchases and positive word-of-mouth.⁴¹ Conversely, if consumers find BNPL confusing, complicated, or less valuable than other payment options, they are less likely to have positive post-purchase intentions.⁴² Similarly, in e-commerce, the perceived usefulness of online shopping platforms is crucial in determining post-purchase intentions. Studies have shown that when consumers find online shopping platforms useful, they are more inclined to shop online again and recommend the platform to others. Understanding and enhancing perceived usefulness can help businesses develop strategies to improve customer satisfaction and loyalty, ultimately driving positive post-purchase intentions.

Perceived Ease of Use and Impulsive Buying

Perceived ease of use plays a significant role in influencing impulsive buying behavior on Buy Now, Pay Later (BNPL) services. Research consistently shows that the easier BNPL services are to use, the more likely consumers are to make impulsive purchases.⁴³ This occurs because the

⁴⁰ Kelemen-Erdős, "Assessing the Online Purchasing Decisions of Generation Z."

⁴¹ Randy Imam Pratama, Dian Dewi Megadini, and Tanti Kusriandini, "Effect of Perceived Ease of Use, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services," *International Journal of Multicultural and Multireligious Understanding* 6, no. 1 (2019), <https://doi.org/10.18415/ijmmu.v6i1.533>, <https://ijmmu.com/index.php/ijmmu/article/download/533/361>.

⁴² K and Aprilianty, "The Impact Buy Now Pay Later Feature Towards Online Buying Decision in E-Commerce Indonesia."

⁴³ Rahayu et al., "Understanding Impulsive Buying Behaviour Among Buy Now Pay Later (BNPL) Users and its Implication for Overconsumption and The Environment."

perceived ease of use positively impacts consumers' intentions to utilize these services, leading to an increase in impulsive purchasing behavior.

The convenience and straightforwardness of the BNPL payment process are crucial elements associated with its ease of use. When consumers find a BNPL service to be simple and user-friendly, they are more inclined to make impulsive purchases because the transactions require less cognitive effort.⁴⁴ This perceived simplicity leads to a stronger intention to use BNPL services, further increasing the likelihood of impulsive purchases.

Moreover, perceived ease of use impacts consumers' attitudes and experiences with BNPL services. If the system is seen as simple and user-friendly, it fosters a positive attitude and higher adoption rates.⁴⁵ Conversely, if BNPL services are viewed as complicated or difficult to use, consumers may be less inclined to utilize them, underscoring the importance of ease of use in driving consumer adoption and satisfaction.⁴⁶

Perceived Ease of Use and Post-Purchase Intention

Several studies have examined the link between perceived ease of use and post-purchase intentions within the framework of Buy Now, Pay Later (BNPL) services. Perceived ease of use is a crucial factor in shaping consumers' attitudes and behaviors toward adopting and using these services. When consumers perceive BNPL services as easy to use and convenient, they are more likely to develop a positive attitude towards the service, which in turn increases their likelihood of

⁴⁴ Ahmed Elsayed, Cheuk Man Fung, and Huaiyuan Wu, "Impulsive Buying Behaviour on BNPL Services A Quantitative study on the buying behaviour of Generation Z," *Bachelor's Programme in International Business* (May 2022), <https://lup.lub.lu.se/luur/download?fileId=9091585&func=downloadFile&recordId=9090680>.

⁴⁵ Elsayed, Fung, and Wu, "Impulsive Buying Behaviour on BNPL Services A Quantitative study on the buying behaviour of Generation Z."

⁴⁶ V. A. Raj, S. S. Jasrotia, and S. S. Rai, "Role of perceived risks and perceived benefits on consumers behavioural intention to use Buy-Now, Pay-Later (BNPL) services," *Journal of Facilities Management* (Feb 26 2024), <https://doi.org/10.1108/Jfm-01-2023-0004>, <Go to ISI>://WOS:001169425300001.

adopting it.⁴⁷ This positive attitude can lead to higher post-purchase intentions, such as repurchasing or recommending the service to others. Additionally, a study focusing on Generation Z's intention to use pay-later services revealed that ease of use is pivotal in shaping users' intent.⁴⁸ When consumers find the BNPL system functional and user-friendly, they are more likely to adopt and regularly use these services. Thus, ensuring the simplicity and usability of BNPL services is essential for encouraging positive consumer attitudes and boosting post-purchase intentions.

Impulsive Buying and Post-Purchase Intention

The relationship between impulsive buying and post-purchase intentions in the context of Buy Now, Pay Later (BNPL) services has been explored in various studies. Perceived ease of use is a crucial factor in shaping consumers' attitudes and behaviors toward adopting and using these services.⁴⁹

Studies examining the role of perceived risks and benefits on consumers' behavioral intentions to use BNPL services have found that perceived ease of use significantly influences the intention to use BNPL, thereby increasing the likelihood of impulsive purchases.⁵⁰ When consumers find the BNPL system functional and user-friendly, they are more likely to adopt and regularly use these services. Thus, ensuring the simplicity and usability of BNPL services is essential for fostering positive consumer attitudes and boosting post-purchase intentions.

⁴⁷ Chuah Shian Huey et al., "THE RISE OF BUY-NOW-PAY-LATER (BNPL) SERVICE IN MALAYSIA," (APRIL 2023).

⁴⁸ R. Sari, "Pengaruh Penggunaan Paylater Terhadap Perilaku Impulse Buying Pengguna E-Commerce di Indonesia Rahmatika Sari," *Jurnal Riset Bisnis dan Investasi* vol. 7, no. 1,, p. 44 (2021).

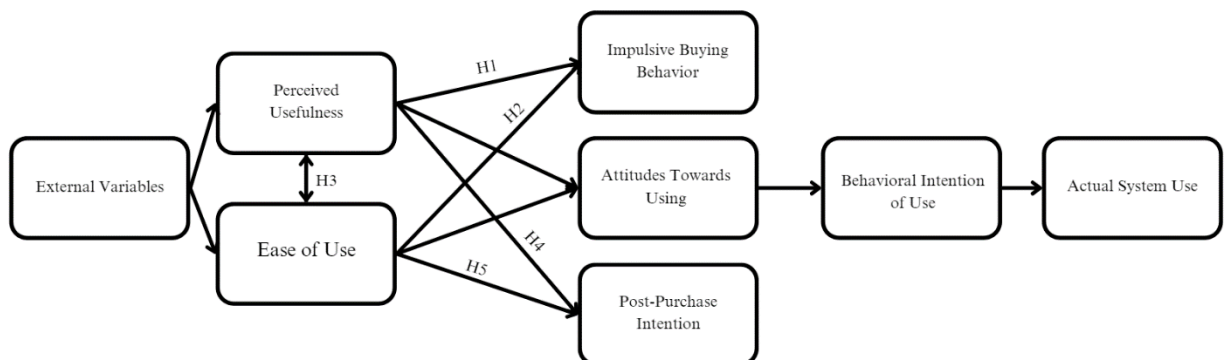
⁴⁹ Mousa Ajouz et al., "Exploring the Cascade: How Buy-Now-Pay-Later Platforms Fuel Impulse Buying Tendency and the Subsequent Impact on Sustainability," *2024 ASU International Conference in Emerging Technologies for Sustainability and Intelligent Systems (ICETISIS)* (Mar 2024).

⁵⁰ Elsayed, Fung, and Wu, "Impulsive Buying Behaviour on BNPL Services A Quantitative study on the buying behaviour of Generation Z."

Summary

Several studies have investigated the relationship between perceived usefulness, perceived ease of use, impulsive buying behavior, and post-purchase intentions within the context of Buy Now, Pay Later (BNPL) services. Hegawan found that BNPL's perceived utility positively influences satisfaction, post-purchase intentions, and impulsive buying. Juita highlighted the impact of digital financial literacy and self-control on impulsive buying among BNPL users. Raj linked materialism, BNPL use, and impulsive buying, potentially leading to compulsive buying behaviors. Factors such as affordability, flexibility, convenience, access to credit, peace of mind, and retailer trust shape consumers' perceived usefulness of BNPL. Perceived usefulness significantly influences post-purchase intentions, with research consistently showing a positive relationship between the two. Perceived ease of use plays a significant role in influencing impulsive buying behavior on BNPL services, with easier-to-use services leading to increased impulsive purchases. Additionally, perceived ease of use positively impacts post-purchase intentions, as consumers are more likely to adopt and regularly use BNPL services when they find them functional and user-friendly.

Figure 1. TAM Diagram



- Perceived Usefulness (PU) positively impacts Impulse Buying Behavior (IBB), satisfying H1.

- Perceived Ease of Use (EOU) positively impacts Impulse Buying Behavior (IBB), satisfying H2.
- Perceived Ease of Use (EOU) positively impacts Perceived Usefulness (PU), satisfying H3.
- Perceived Usefulness (PU) positively impacts Post-Purchase Intention (PPI), satisfying H4.
- Perceived Ease of Use (EOU) positively impacts Post-Purchase Intention (PPI), satisfying H5.

The perceived usefulness and ease of use of Buy Now, Pay Later (BNPL) services have a significant impact on the impulsivity and post-purchase intentions of consumers. BNPL's perceived usefulness, shaped by factors like affordability, flexibility, and convenience, positively influences satisfaction, post-purchase intentions, and impulsive buying, as consumers who find BNPL services useful are more likely to exhibit higher levels of satisfaction, increased post-purchase intentions such as repeat purchases and positive word-of-mouth, as well as more impulsive buying behavior. The perceived usefulness of BNPL services also significantly impacts post-purchase intentions, as when consumers find BNPL services useful and have positive experiences, they are more likely to exhibit positive post-purchase behaviors, including repeat purchases and recommendations to others. Furthermore, the perceived ease of use of BNPL services significantly influences impulsive buying behavior, as consumers are more likely to make impulsive purchases when they find the BNPL services easy to use, and perceived ease of use also significantly impacts post-purchase intentions, as consumers are more inclined to adopt and regularly use BNPL services when they find them functional and user-friendly, leading to higher post-purchase intentions, such as continued usage and recommendation to others. Interestingly,

the impulsive buying behavior resulting from the perceived ease of use of BNPL services can lead to higher post-purchase intentions, as consumers who make impulsive purchases facilitated by the user-friendly nature of BNPL are more likely to exhibit positive post-purchase behaviors, including repurchasing and recommending the service to their peers.

METHODOLOGY

The exploration of research methods within the literature review provides a critical foundation for understanding the methodological approach of the current study. In examining previous studies on perceived usefulness and ease of use in the context of Buy Now, Pay Later (BNPL) services, insights have been gleaned that shape the methodological framework of this research. The current study aims to investigate the impact of these perceptions on impulsivity and post-purchase intention among Generation Z consumers in Indonesia's e-commerce market. This chapter will detail the specific research design, sampling techniques, data collection methods, and analytical procedures employed. By building on established methodologies, this study ensures a robust and comprehensive approach to addressing the research questions, thereby contributing valuable findings to the existing body of knowledge on consumer behavior in digital payment systems.

Research Design

The study employs a quantitative research design, using a survey-based methodology to gather data from Generation Z consumers in Indonesia's e-commerce market. This approach is justified as it enables the systematic collection of empirical data on the perceived usefulness and ease of use of BNPL services, and their impact on impulsive buying behavior and post-purchase intentions. The survey method effectively captures a wide range of attitudes and behaviors, providing robust statistical power to identify significant patterns. Through regression and moderation analyses, the study examines how demographic factors and attitudes towards debt influence these relationships. This design directly addresses the research questions by measuring key variables and exploring how age, gender, income level, and debt attitudes moderate the effects of perceived usefulness and ease of use on consumer behavior.

Research Process

The research will investigate the influence of perceived usefulness and ease of use of Buy Now, Pay Later (BNPL) services on impulsive buying behavior and post-purchase intentions among Generation Z consumers in Indonesia. The study population will consist of Generation Z consumers who are active users of e-commerce platforms in Indonesia. A purposive sampling strategy will be employed to select individuals who fit the criteria, aiming for a sample size of approximately 200-300 participants to ensure robust statistical power and diverse representation of demographic factors such as age, gender, and income level.

A survey-based methodology will be utilized to gather quantitative data. The survey will include questions designed to measure perceived usefulness and ease of use of BNPL services, impulsive buying behavior, post-purchase intentions, demographic information, and attitudes towards debt. The survey will be distributed online through various channels such as social media, email lists, and e-commerce platforms to reach a wide audience of Generation Z consumers.

The data collected will be cleaned and prepared for analysis using stata. Descriptive statistics will be calculated to summarize the demographic characteristics of the sample and the main variables of interest. Regression analysis will be conducted to examine the impact of perceived usefulness and ease of use of BNPL services on impulsive buying behavior and post-purchase intentions. Additionally, moderation analysis will be performed to assess how demographic factors (e.g., age, gender, income level) and attitudes towards debt influence these relationships.

By focusing on a quantitative approach and utilizing STopATA for data analysis, this research aims to provide a comprehensive understanding of the impact of BNPL services on impulsive buying behavior and post-purchase intentions among Generation Z consumers in

Indonesia. This approach ensures that the findings are statistically robust and can identify significant patterns and relationships within the data. The survey will be carefully designed to ensure clarity and reliability of the questions, with a pilot test conducted beforehand to refine the instrument. Participants will complete the survey online, ensuring convenience and accessibility. Ethical considerations will be addressed by obtaining informed consent from all participants and ensuring the confidentiality of their responses.

DATA ANALYSIS

After conducting an online survey over 7 days, I gathered 228 responses from Generation Z participants. To ensure relevance, I excluded 5 respondents who had never used BNPL services, leaving 223 valid responses. The gender imbalance in the sample, with more women participating, stems from sampling limitations. However, since gender does not significantly affect BNPL usage and attitudes, the findings remain valid. Future research could aim for a more balanced participant pool, but the current results are still meaningful for this study.

Descriptive Statistics

The dataset includes a total of 223 respondents, categorized by gender. Among these, 78 identified as male, which represents 35.0% of the total sample, while 145 identified as female, accounting for 65.0%. The cumulative percentage shows that together, males and females make up 100% of the respondents. This gender distribution highlights a clear majority of female participants compared to their male counterparts in the study.

Table 1 Gender Distribution of Respondents

Gender	Amount
Male	78 (35%)
Female	145 (65%)

Source: author sorted

The dataset includes a total of 223 respondents categorized by age. The age distribution reveals a focus on younger demographics, primarily within Generation Z. Specifically, 32 respondents fall within the 18-20 age range, accounting for 14.3% of the total sample. The largest group is represented by individuals aged 21-23, with 80 respondents, making up 35.9% of the

sample. Following closely, 72 respondents are aged 24-26, which constitutes 32.3%. Lastly, 39 respondents are in the 27-29 age range, representing 17.5% of the total.

Table 2 Age Distribution of Respondents

Age	Amount
18-20	32 (14.3%)
21-23	80 (35.9%)
24-26	72 (32.3%)
27-29	39 (17.5%)

Source: author sorted

The dataset comprises a total of 223 respondents categorized by their educational background. Among these, 3 individuals have completed Junior High School (SMP), representing 1.3% of the total sample. A larger segment of respondents, 65 individuals, holds qualifications from Senior High School (SMA) or Islamic High School (MA), accounting for 29.1% of the sample. Additionally, 44 respondents have obtained a Diploma (D1, D2, D3), making up 19.7% of the total. The most significant portion of the respondents, 111 individuals, possess a Bachelor's Degree (S1) or higher, which constitutes 49.8% of the sample. This distribution suggests that most respondents have pursued higher education, with over two-thirds holding at least a diploma or higher.

Table 3 Education Distribution of Respondents

Education	Amount
Junior High School (SMP)	3 (1.3%)
Senior High School (SMA) or Islamic High School (MA)	65 (29.1%)
Diploma (D1, D2, D3)	44 (19.7%)
Bachelor's Degree (S1) or higher	111 (49.8%)

Source: author sorted

The dataset consists of a total of 223 respondents categorized by occupation. Among these, 63 individuals identify as students, representing 28.3% of the sample. The largest group comprises employees, with 121 respondents, accounting for 54.3% of the total. Additionally, 36 respondents are classified as part-time workers, which constitutes 16.1% of the sample. A small segment, 3 individuals, are currently unemployed, making up 1.3% of the respondents. This suggests that most respondents are actively engaged in either full-time or part-time work, with students forming a significant portion of the sample as well.

Table 4 Occupation Distribution of Respondents

Occupation	Amount
Students	64 (28.3%)
Employees	121 (54.3%)
Part-Time	36 (16.1%)
Unemployed	3 (1.3%)

Source: author sorted

The income distribution among the 223 survey respondents shows that the largest group, 80 respondents (35.9%), have an income between Rp 1,000,000 and Rp 3,000,000. This is followed by 58 respondents (26.0%) who earn between Rp 3,000,000 and Rp 5,000,000, and 47 respondents (21.1%) with incomes in the range of Rp 5,000,000 to Rp 7,000,000. A smaller group of 15 respondents (6.7%) report earning less than Rp 1,000,000, while 12 respondents (5.4%) fall into the Rp 7,000,000 to Rp 10,000,000 category. Finally, 11 respondents (4.9%) report an income of more than Rp 10,000,000. This distribution highlights that a majority (68.6%) of respondents earn below Rp 5,000,000, reflecting relatively lower income levels.

Table 5 Income Distribution of Respondents

Income	Amount
less than Rp 1,000,000	15 (6.7%)
Rp 1,000,000 - Rp 3,000,000	80 (35.9%)
Rp 3,000,000 - Rp 5,000,000	58 (26.0%)
Rp 5,000,000 to Rp 7,000,000	47 (21.1%)
Rp7,000,000 to Rp 10,000,000	12 (5.4%)
More Than Rp 10,000,000	11 (4.9%)

Source: author sorted

All 223 respondents in the survey reported using BNPL services, with 100% of them having experience with at least one BNPL platform. Among the BNPL apps, Shopee PayLater is the most popular, used by 109 respondents (48.9%), followed by GoPay PayLater, used by 37 respondents (16.6%). Akulaku is used by 34 respondents (15.2%), while Traveloka PayLater is used by 19 respondents (8.5%). Home Credit is used by 15 respondents (6.7%), and IndoDana has the lowest usage, with 9 respondents (4.0%). This data highlights that Shopee PayLater dominates BNPL usage among the respondents, with almost half of the participants opting for it.

Table 6 BNPL Application Distribution of Respondents

BNPL Application	Amount
Akulaku	34 (15.2%)
GoPay PayLater	37 (16.6%)
Shopee PayLater	109 (48.9%)
Traveloka PayLater	19 (8.5%)
Home Credit	15(6.7%)
IndoDana	9 (4%)

Source: author sorted

Perceived Usefulness of BNPL

When asked about the usefulness of BNPL services for online shopping needs, the majority of respondents agreed or strongly agreed. Specifically, 110 respondents (49.3%) strongly agreed, and 104 respondents (46.6%) agreed. Only 8 respondents (3.6%) expressed no opinion, and a single respondent strongly disagreed (0.4%). This indicates a high level of perceived usefulness among the respondents.

Table 7 Distribution of BNPL Services is useful for online shopping needs

<i>BNPL Services is useful for online shopping needs</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
1	0	8	104	110

Source: author sorted

Moreover, this positive perception of usefulness appears to extend beyond convenience in shopping and into financial management. Regarding the question of whether BNPL services help manage finances better, the responses were similarly positive. 97 respondents (43.5%) strongly

agreed, and 94 respondents (42.2%) agreed. A smaller group, 21 respondents (9.4%), had no opinion, while 9 respondents (4.0%) disagreed, and 2 respondents (0.9%) strongly disagreed. This suggests that a large portion of respondents believe BNPL services contribute to better financial management. Overall, BNPL is valued for both its convenience and its perceived role in improving financial control.

Table 8 Distribution of BNPL Services help manage finance better

<i>BNPL Services help manage finance better</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
2	9	21	94	97

Source: author sorted

Perceived Ease of Use of BNPL

When asked about the ease of use of BNPL services for online shopping, the majority of respondents had a positive outlook. Specifically, 65 respondents (29.1%) strongly agreed, and 145 respondents (65.0%) agreed that BNPL is easy to use. Only 13 respondents (5.8%) expressed no opinion, reflecting a strong consensus on the user-friendliness of BNPL services.

Table 9 Distribution of easy-to-use BNPL services when shopping online

<i>It is easy to use BNPL services when shopping online</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
0	0	13	145	65

Source: author sorted

Similarly, the responses to whether BNPL services are easy to understand and clear were also favorable. 89 respondents (39.9%) strongly agreed, and 110 respondents (49.3%) agreed, while 24 respondents (10.8%) expressed no opinion. These findings suggest that a large majority of respondents find BNPL services both easy to use and straightforward to comprehend. The

majority agree on their ease of use and clarity, indicating that BNPL services provide a smooth and comprehensible experience for users.

Table 10 Distribution of BNPL Services is easy to understand and clear

<i>BNPL Services are easy to understand and clear</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
0	0	24	110	89

Source: author sorted

Impulsive Buying Behavior

When asked about impulsive purchases when using BNPL, a notable portion of respondents admitted to making impulsive purchases. 90 respondents (40.4%) agreed, and 57 respondents (25.6%) strongly agreed that they tend to make impulsive purchases when using BNPL services. On the other hand, 43 respondents (19.3%) disagreed, and 10 respondents (4.5%) strongly disagreed, while 23 respondents (10.3%) had no opinion.

Table 11 Distribution of Tend to make impulsive purchase when using BNPL

<i>Tend to make impulsive purchase when using BNPL</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
10	43	23	90	57

Source: author sorted

Regarding whether BNPL services encourage buying unplanned items, the responses were similarly significant. 79 respondents (35.4%) strongly agreed, and 63 respondents (28.3%) agreed, indicating that a majority felt BNPL services encourage unplanned purchases. A smaller group, 26 respondents (11.7%), disagreed, and 35 respondents (15.7%) strongly disagreed, with 20 respondents (9.0%) having no opinion.

Table 12 Distribution of BNPL services encourage buying unplanned items

<i>BNPL services encourage buying unplanned items</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
35	26	20	63	79

Source: author sorted

Post-Purchase Intention

The majority of respondents are satisfied with their purchases made using BNPL services. 126 respondents (56.5%) agreed that they are satisfied, while 75 respondents (33.6%) strongly agreed. Only 19 respondents (8.5%) had no opinion, and 3 respondents (1.3%) disagreed, indicating high overall satisfaction with BNPL purchases.

Table 13 Distribution of Satisfied with purchases made using BNPL services

<i>Satisfied with purchases made using BNPL services</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
0	3	19	126	75

Source: author sorted

As for future intentions to use BNPL services for online purchases, a significant portion of respondents plan to continue using them. 95 respondents (42.6%) agreed, and 91 respondents (40.8%) strongly agreed that they intend to use BNPL in the future. A small group, 8 respondents (3.6%), disagreed, while 1 respondent (0.4%) strongly disagreed, and 28 respondents (12.6%) had no opinion. These findings highlight a strong future intention to continue using BNPL services among most respondents

Table 14 Distribution of Intend to use BNPL for online purchases in the future

<i>Intend to use BNPL for online purchases in the future</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
1	8	28	95	91

Source: author sorted

Attitudes Towards Debt

Regarding the perception of BNPL's impact on financial health, many respondents believe it has negative implications. 97 respondents (43.5%) agreed that using BNPL has a negative impact on financial health, while 62 respondents (27.8%) strongly agreed. Conversely, 38 respondents (17.0%) disagreed, and 8 respondents (3.6%) strongly disagreed, indicating significant concern about the financial effects of using BNPL services. Additionally, 18 respondents (8.1%) had no opinion, suggesting that a considerable portion of the sample is wary of the potential downsides of BNPL.

Table 15 Distribution of Using BNPL has an impact on financial health

<i>Using BNPL has an impact on financial health</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
8	38	18	97	62

Source: author sorted

On the other hand, the importance of paying off BNPL debt on time was strongly acknowledged. 80 respondents (35.9%) agreed that it is important to pay off BNPL debt on time, while a substantial 138 respondents (61.9%) strongly agreed. Only 5 respondents (2.2%) had no opinion, which indicates widespread recognition among respondents of the necessity to manage BNPL debt responsibly.

Table 16 Distribution of Important to pay off debt on time

<i>Important to pay off debt on time</i>				
Strongly disagree	Disagree	No opinion	Agree	Strongly agree
0	0	5	80	138

Source: author sorted

Research Hypothesis

The purpose of this research is to explore the factors that influence consumers' intention to use Buy Now, Pay Later (BNPL) services for future purchases. This research seeks to understand the current attitudes of consumers toward BNPL usage in Indonesia and to identify the key drivers behind their purchasing behavior. Specifically, it aims to investigate the relationship between consumers' satisfaction with BNPL purchases and their intention for future use, the perceived usefulness of BNPL, and the role of demographic factors such as income. Additionally, this study examines the impact of impulsive buying behavior on unplanned purchases using BNPL services, as well as the effect of ease of understanding BNPL on future purchasing intentions.

Regarding the respondents' attitudes toward BNPL usage and their purchasing behavior, I used **Oprobit Model** to analyze the data. Oprobit Model applies probit analysis to cases with more than two outcomes for an ordinal dependent variable. Since I used a **Likert scale** to structure the questions, I chose Oprobit Model to analyze the relationships between variables such as satisfaction with BNPL, perceived usefulness, income level, impulsivity, and ease of use.

Hypothesis 1: Higher satisfaction with BNPL purchases is positively associated with consumers' intentions to continue using BNPL for future online shopping.

Hypothesis 2: The perceived usefulness of BNPL services significantly increases consumers' likelihood of using BNPL for future purchases.

Hypothesis 3: Higher income levels are positively correlated with an increased intention to use BNPL services for future purchases.

Hypothesis 4: A negative perception of BNPL's impact on financial health is negatively associated with future BNPL usage intention.

Hypothesis 5: Consumers who perceive BNPL services as easy to understand are more likely to intend to use them for future purchases.

Findings

Positive Influence of Perceived Usefulness on User Satisfaction and Future Intentions

In my questionnaire, I included several questions related to the use of Buy Now Pay Later (BNPL) services. One key question was, “How satisfied are you with your purchases made using BNPL?” (A7) and “How useful do you find BNPL services?” (A1). After conducting the regression analysis, I found that higher satisfaction with BNPL purchases is positively associated with the intention to use BNPL for future purchases. Specifically, a significant positive relationship was found, with a coefficient of 0.2776 (p-value = 0.011), indicating that increased satisfaction is linked to a greater intention to continue using BNPL services.

Additionally, the perceived usefulness of BNPL services plays a crucial role. The analysis showed a strong positive influence of perceived usefulness on future usage intention, with a coefficient of 0.5081 (p-value = 0.000). This suggests that consumers who find BNPL services useful are much more likely to intend to use them for future purchases.

These findings underscore that satisfaction with BNPL purchases and perceived usefulness are critical factors influencing consumers' intentions to use BNPL services in the future. Conversely, negative perceptions about financial health can deter consumers from future usage, illustrating the complex dynamics at play in consumers' decision-making regarding BNPL.

Figure 2 Oprobit Regression Analysis of the Positive Influence of Perceived Usefulness on User Satisfaction and Future Intentions

Hypothesis	Variables	Coefficient	P Value	Significance
H1	A7	.2776121	0.011	**
H2	A1	.5080717	0.000	***

Dependent variable: Intention to use BNPL for future purchases

Details of the empirical tests are in Appendix A: Statistics Sheet

*p<0.05, **p<0.01, ***p<0.001

Additionally, I assessed the impact of perceived usefulness of BNPL services on consumers' future usage intentions. A key question asked was, “How useful do you find BNPL services?” (A1). The regression analysis revealed a significant positive relationship, with a coefficient of 0.5081 (p-value = 0.000), demonstrating that consumers who perceive BNPL as beneficial are considerably more likely to use it for future purchases.

Figure 3 Oprobit Regression Analysis of the Perceived Usefulness of BNPL Services

Hypothesis	Variables	Coefficient	P Value	Significance
H1	A1	.5080717	0.000	***

Dependent variable: Intention to use BNPL for future purchases

Details of the empirical tests are in Appendix A: Statistics Sheet

*p<0.05, **p<0.01, ***p<0.001

Negative perception of BNPL’s financial impact reduces future usage intention.

In my questionnaire, I included several questions related to the use of Buy Now Pay Later (BNPL) services. One key question was, “I intend to use BNPL for online purchase in the future?” (A8). After conducting the regression analysis, I found that higher levels of the behavior measured by A8 are significantly associated with a decrease in the dependent variable. Specifically, a negative relationship was observed, with a coefficient of -0.2294812 (p-value = 0.006), indicating that as the behavior associated with A8 increases, the likelihood of the dependent outcome decreases significantly.

Figure 4 Oprobit Regression Analysis of Negative perception of BNPL’s financial impact reduces future usage intention.

Hypothesis	Variables	Coefficient	P Value	Significance
H4	A8	-.2294812	0.006	**

Dependent variable: Intention to use BNPL for future purchases

Details of the empirical tests are in Appendix A: Statistics Sheet

*p < 0.05, **p < 0.01, ***p < 0.001

Financial Management Perceptions and Income Influence Future Usage Intentions

Moreover, I explored the role of income levels in influencing future usage intentions with the question, “What is your monthly income?” (A9). The analysis indicated that higher income levels positively correlate with increased intentions to use BNPL services, with a coefficient of 0.2292 (p-value = 0.000). This suggests that consumers with greater financial resources feel more comfortable using BNPL, which enhances their likelihood of continued usage.

Lastly, I examined how the ease of understanding BNPL services affects future usage intentions. A relevant question was, “How easy do you find it to understand BNPL services?” (A4). The results showed a significant positive relationship, with a coefficient of 0.2388 (p-value =

0.005), indicating that when consumers find BNPL services clear and easy to understand, they are more likely to intend to use them for future purchases

Figure 5 Oprobit Regression Analysis of Financial Management Perceptions and Income Influence

Hypothesis	Variables	Coefficient	P Value	Significance
H3	A9	-.2294812	0.006	**
H5	A4	.2388017	0.005	**

Dependent variable: Future Usage

Details of the empirical tests are in Appendix A: Statistics Sheet

*p < 0.05, **p < 0.01, ***p < 0.001

Implication

The findings from this study carry significant implications for stakeholders involved in BNPL services, including providers, marketers, and policymakers. Firstly, the strong positive correlation between perceived ease of use and user satisfaction indicates that BNPL providers should prioritize enhancing their processes and interfaces to be more user-friendly. By simplifying their services and making them easier to understand, providers can boost customer satisfaction, leading to increased usage and loyalty. This may involve investing in clearer instructional materials, intuitive app designs, and responsive customer support systems.

Furthermore, the significant relationship between negative perceptions and future usage intentions suggests that BNPL providers should consider strategies to address consumer concerns about financial impact. By mitigating these negative perceptions through transparent communication, financial education, or improved service terms, providers can potentially enhance consumer trust and encourage future use.

Additionally, the positive association between comprehensibility and future usage intentions implies that BNPL services should focus on educating consumers about their offerings. Clear communication regarding the benefits, potential risks, and operational details of BNPL can foster trust and encourage responsible usage. Implementing workshops, webinars, or informative content on websites can help demystify the service and promote better financial management among consumers.

Lastly, the insights gained from this study can inform market positioning for BNPL providers. By understanding the demographics that are more likely to engage with BNPL based on ease of use, impulsivity, and comprehensibility, companies can tailor their messaging and product offerings to better meet the needs of their target audience. This strategic approach can enhance market penetration and improve overall customer engagement.

In summary, the implications of this research underscore the importance of user experience, targeted marketing, consumer education, and regulatory oversight in optimizing the effectiveness and responsible usage of BNPL services. By addressing these areas, stakeholders can contribute to a more sustainable and beneficial environment for consumers engaging with BNPL.

CONCLUSION

The data revealed that both satisfaction with BNPL purchases and the perceived usefulness of BNPL services are strong predictors of future usage intentions. The regression analysis shows that satisfaction (A7) has a positive and significant association with future usage intention (A8) ($\beta = 0.277$, $p = 0.011$), confirming that satisfied consumers are more likely to use BNPL again. Similarly, perceived usefulness (A1) has an even stronger impact on future usage intentions ($\beta = 0.508$, $p = 0.000$), indicating that Generation Z consumers are more inclined to continue using BNPL if they perceive it as useful for their shopping needs. Ease of use, while indirectly influencing satisfaction, contributes to shaping overall perceptions, making it a key component for enhancing user experience.

Income and education were significant factors influencing post-purchase intentions and perceptions of financial health. The analysis found that a negative perception of BNPL's impact on financial health (A9) is significantly associated with reduced future usage intentions ($\beta = -0.229$, $p = 0.006$). Higher-income respondents showed a more favorable view of BNPL's usefulness, which positively influenced their future usage intentions. In contrast, respondents with lower levels of education had a more cautious view of BNPL's impact on their financial health, which diminished their likelihood of using BNPL services again. This suggests that income encourages greater confidence in using BNPL, while education heightens awareness of potential financial risks, impacting post-purchase behaviors.

The results of the analysis indicate that negative perceptions of BNPL's financial impact (A8) have a significant negative effect on the intention to use BNPL for future purchases. Specifically, the coefficient for A8 is negative ($\beta = -0.2294812$, $p < 0.01$), showing that consumers with stronger negative perceptions are less likely to intend to use BNPL services in the future.

Additionally, the perception of BNPL's negative impact on financial health (A9) negatively influences future usage intentions (A8), with a significant coefficient ($\beta = -0.229$, $p = 0.006$). This suggests that while impulsive behavior drives unplanned purchases, BNPL's potential to harm financial well-being act as a deterrent to repeated use. Consumers who perceive BNPL as risky to their financial health are less likely to continue using it for future transactions, even if they tend to make impulsive purchases.

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APPENDIX A
QUESTION SHEET

Bagian 1: Informasi Demografis

1. Jenis Kelamin
 - Laki-laki
 - Perempuan
2. Umur
 - 18-20
 - 21-23
 - 24-26
 - 27-29
3. Tingkat Pendidikan
 - Tidak pernah sekolah
 - Sekolah Dasar (SD)
 - Sekolah Menengah Pertama (SMP)
 - Sekolah Menengah Atas (SMA) / Madrasah Aliyah (MA)
 - Diploma (D1, D2, D3)
 - Sarjana (S1) atau Lebih Tinggi
4. Pekerjaan
 - Pelajar/Mahasiswa
 - Karyawan
 - Pekerja Paruh Waktu (Part-Timer)
 - Pengangguran
5. Berapa rentang pendapatan bulanan Anda?
 - Kurang dari Rp1.000.000
 - Rp1.000.000 - Rp3.000.000

- Rp3.000.000 - Rp5.000.000
- Rp5.000.000 - Rp7.000.000
- Rp7.000.000 - Rp10.000.000
- Lebih dari Rp10.000.000

6. Apakah Anda menggunakan sistem BNPL (Beli Sekarang, Bayar Nanti)?

- Iya
- Tidak

7. Aplikasi BNPL (Beli Sekarang, Bayar Nanti) apa saja yang Anda gunakan saat ini untuk berbelanja di Indonesia?

- Akulaku
- GoPay PayLater
- Shopee PayLater
- Traveloka PayLater
- Home Credit
- IndoDana

Bagian 2: Kegunaan yang Dirasakan dari BNPL

8. Saya setuju bahwa layanan BNPL (Beli Sekarang, Bayar Nanti) berguna untuk kebutuhan belanja online saya.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

9. Saya setuju bahwa layanan BNPL (Beli Sekarang, Bayar Nanti) membantu saya mengelola keuangan saya dengan lebih baik saat berbelanja online.

- 1 - Sangat Tidak Setuju
- 2

- 3
- 4
- 5 - Sangat Setuju

Bagian 3: Kemudahan Penggunaan BNPL

10. Saya merasa mudah menggunakan layanan BNPL (Beli Sekarang, Bayar Nanti) saat melakukan pembelian online.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

11. Layanan BNPL (Beli Sekarang, Bayar Nanti) mudah dipahami dan jelas.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

Bagian 4: Perilaku Pembelian Impulsif

12. Saya cenderung melakukan pembelian impulsif saat menggunakan layanan BNPL (Beli Sekarang, Bayar Nanti).

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

13. Layanan BNPL (Beli Sekarang, Bayar Nanti) mendorong saya untuk membeli barang yang tidak saya rencanakan.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

Bagian 5: Niat Pasca-Pembelian

14. Saya puas dengan pembelian saya yang dilakukan menggunakan layanan BNPL (Beli Sekarang, Bayar Nanti).

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

15. Saya berniat menggunakan layanan BNPL (Beli Sekarang, Bayar Nanti) untuk pembelian online di masa depan.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4
- 5 - Sangat Setuju

Bagian 6: Sikap Terhadap Utang

16. Saya percaya bahwa menggunakan layanan BNPL (Beli Sekarang, Bayar Nanti) dapat berdampak negatif pada kesehatan keuangan saya.

- 1 - Sangat Tidak Setuju
- 2
- 3
- 4

5 - Sangat Setuju

17. Saya merasa penting untuk melunasi utang BNPL tepat waktu.

1 - Sangat Tidak Setuju

2

3

4

5 - Sangat Setuju