

Credit Decision Using Pay Later: The Role of Consumptive Behavior and Financial Literacy with Peer Pressure and Self-Control as Moderators

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Abstract

Pay Later is an innovation in great demand because of its ease of use by Generation Z compared to a credit card. Generation Z has changed its lifestyle, from loan avoider to loyal user of loan. This study aims to determine whether consumptive behaviour and financial literacy affect credit decisions using pay later and the role of peer pressure and self-control as moderating variables. This study uses quantitative techniques. Data obtained through distributing questionnaires to Generation Z students (students born in 1995-2010 and active users of pay later). By using 94 students selected as respondents by employing a purposive sampling technique, the findings show that consumptive behavior negatively affects the use of pay later. In contrast, financial literacy positively affects the use of pay later. In addition, peer pressure weakens the impact of independent variables on the use of Pay Later, whereas, on the contrary, self-control strengthens the effect of independent variables on the use of Pay Later.

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1. Introduction

The development of information and communication technology in the digital era offers innovations that facilitate access to information digitally. The world has entered the fourth industrial revolution era (Industry 4.0) and is heading towards the fifth industrial revolution era. This situation follows the digital and automated life (Raut, 2020; Dudung *et al.*, 2022; Dhole *et al.*, 2023; and Mireku *et al.*, 2023). One of the innovations the public favors, especially among Gen Z/net generation (generation internet), is fintech. Fintech lending, also known as fintech peer-to-peer lending, is an innovation in the financial sector in the form of information technology-based loans that allow lending and receiving loans virtually without meeting in person (Fadillaha & Taufiqurrachman, 2020; Daqar *et al.*, 2020; Abdul-Rahim *et al.*, 2022; and Oladapo *et al.* 2022).

Pay Later is one of the innovations in great demand because Generation Z does not need a credit card. The installment feature without a credit card is a trend that attracts millennials. Pay Later offers ease of application, making Generation Z change its lifestyle, which used to be afraid of debt, but is now loyal user of this service (Damayanti & Canggih, 2021).

Table 1. shows the results of a survey conducted on September 6-12, 2021, to 5,204 respondents spread across 34 provinces. Based on the survey, the results show that the use of digital wallets such as ShopeePay, GoPay, LinkAja, OVO, and DANA is the primary choice for payment, with a percentage of 67.8%. Then payments via bank ATMs (51.1%) and conventional bank accounts (38.1%). Meanwhile, 24.3% of respondents are digital bank account users, while 13.8% have used pay later facilities. The various conveniences in payment encourage an increase in wasteful behavior.

Table 1. Survey data of Pay Later Usage in Shopping by Gen Z.
Banking & Financial Products Used: All Respondents
(N=5,204)

ATM Bank	51,10%
Convertible Bank Account	38,10%
Mobile Banking	32,70%
Digital Bank Account (Jenius, BCA Digital, Jago, etc.)	24,30%
Digital Wallets (Shopee, Gopay, Linkaja, OVO, DANA, etc.)	67,80%
Internet Banking	15,60%
Pay later	13,80%
E-Money	13,60%
Credit Card	7,60%
SMS Banking	7,40%
Others	0,70%
None of the above	5,60%

Source: www. databoks. co. id

The existence of consumptive behavior is due to rapidly changing current lifestyle habits in a relatively short time towards excessive consumption and even waste (Mehta et al., 2020; Garcia et al., 2021; Alifia & Nadya, 2021; Lutfiah et al., 2022). This is because consumers pay full attention to their consumption needs which are considered the most expensive, which provide the most significant physical satisfaction and comfort and the existence of a human lifestyle controlled by desire alone.

Previous research on consumptive behavior conducted by Mardikaningsih et al., (2020) revealed that the higher the consumptive behavior, the greater the possibility of student interest in online loan services. A unidirectional relationship occurs, where reducing consumptive behavior will reduce student interest in online loan services. In contrast to previous research, Damayanti and Canggih (2021) found that lifestyle does not affect the consumption behavior of Islamic millennials in Surabaya.

This consumptive behavior occurs due to a dynamic lifestyle coupled with a need for financial management knowledge, making it difficult for millennials to manage finances (Mudrikah, 2021). One of the factors causing consumptive behavior is the low level of financial literacy.

The better the financial literacy of students, the financial management not to be consumptive in shopping, including in using the Shopee Pay Later shopping application, which is currently rife among the millennial generation (Noerman & Lailiyul, 2019; Ramadany & Artadita, 2022; Rahmawati & Mirati, 2022). Individual personality can be formed through interaction with the social environment (Pakawaru, 2022). Morgan & Trinh (2019) conducted previous research on financial literacy in the Lao People's Democratic Republic. They found that high levels of financial literacy strongly and posi-

tively influenced individuals' awareness of financial technology products. This research aligns with Mudrikah (2021), who states that financial literacy level positively and significantly affects interest in using fintech products. Sound financial management will improve students' quality of life, so the interest in following economic developments in the era of fintech technology will also increase.

In contrast to the research of Adhliana *et al.*, (2022) show that financial literacy variables do not affect the financial management behavior of Shopee pay later users. According to Adhliana *et al.*, (2022) and Hakim & Syafitri (2022), the financial literacy possessed by Shopee pay later users does not affect financial management behavior, where someone can have good financial literacy but not necessarily be able to show good financial management behavior. With sound financial management, it will not be trapped in the behavior of unlimited desires (Atikah & Kurniawan, 2020). Another factor that is also thought to influence a person to have a tendency to consumptive behavior is the influence of the peer environment (Cahyani & Rochmawati, 2021).

Peer group is one of the groups that can influence a person's behavior, where a person is required to follow trends or follow the lifestyle of their peers. They want to be the center of attention or get recognition both from their peer group and from the people around them. This need to make friends encourages adolescents to join peer groups that have the same views so that they have positive and negative influences, such as consumptive behavior (Maris & Listiadi, 2021).

Previous research on peer pressure by Ardianti and Megasari (2021), revealed that the peer environment has a positive effect on students' impulse buying decisions. This means that it shows that students often get information about a product when shopping with their peers, thus encouraging impulse buying. In the world of lectures itself, peer factors have a strong influence considering the amount of time spent with their peers (Wulandari & susanti, 2019). Peers are one of the triggers for impulse buying in a person. The higher the level of trust in peers, the higher a person's desire to make impulse purchases (Suratno, 2021). To avoid peer rejection, students tend to do the same thing as their peers to become part of their peer group.

Different research conducted by Sukarno and Indrawati (2018) found that peer conformity and hedonic lifestyles were mostly in the moderate category. Many students do various ways to be part of their environment. Students also sometimes do not want to take part in group activities that are not by themselves. Self-control is another factor seen as having a relationship with impulse buying online besides consumer materialism (Balik & Tupamahu, 2020).

Self-control occurs when someone tries to change their thoughts, feelings, or behavior (Riitsalu & Van Raaij, 2020). According to Kumalasari and Soesilo, 2019; Zulfah, 2021; and Puteri *et al.*, 2022, the ability to self-control in a person requires a critical role interaction with others and the environment to form mature self-control needed as a controller of behavior before deciding something in action; thus a lifestyle that has priorities is needed. Previous research on self-control in consumptive behavior by Putri and Andarini (2022) found that self-control significantly affects financial management behavior in users of buy now pay later services. So it proves that the better the self-control applied in using Shopee pay, the better the individual's financial management behavior in using their finances or deciding to go into debt using Shopee pay. Hayati *et al.*, (2020) and Sari & Adilla Bahri Lubis (2021) The results of this study concluded that there is a significant relationship between the Self-Control variable and Consumptive Behavior in Students. So that students are expected to be able to control themselves in terms of consumptive behavior, and buy goods according to their needs and the benefits provided. However, in contrast to Ramadany and Artadita (2022) it is revealed that there is no significant relationship between self-control and consumptive behavior in college students.

Previous research has discussed the effect of consumptive behavior on interest in using online loan services (Mardikaningsih *et al.*, 2020; Damayanti & Canggih, 2021; Mudrikah 2021). As well as financial literacy towards online loan services (Morgan & Trinh, 2019; Atikah & Kurniawan, 2020; Mudrikah, 2021; Adhliana *et al.*, 2022; Hakim & Syafitri (2022), this study will focus on the consumptive behavior and financial literacy of generation z students who use pay later; which is moderated by peer pressure and self-control. This research can contribute theoretically and practically because few still discuss the influence of consumptive behavior on the use of pay later.

Consumptive behavior is self-perpetuating and has become part of the lifestyle process. The behavior of individuals who buy goods without prior planning and buy too many goods and not according to their needs is the definition of consumptive behavior. Meanwhile, consumptive behavior emerged after the industrialization era where goods were mass-produced, thus changing the personality into a consumptive one (Maris & Listiadi, 2021). De Bortoli *et al.*, (2019) revealed Theories of Personality which state that personality affects various aspects of economics and financial decision-making. In addition, with the development of social media, teenagers want to show their existence to be accepted. They are

afraid of being ostracized, thus encouraging teenagers to be the same as their peers (Khafida & Frieda, 2020). This push comes from within and outside, usually through peer pressure (Khafida & Frieda, 2020).

This study aims to determine whether consumptive behaviour and financial literacy affect credit decisions using pay later and the role of peer pressure and self-control as moderating variables

2. Hypothesis Development

The Influence of Consumptive Behavior on the Use of Pay Later

Consumptive behavior is purchasing goods or services carried excessively and only paying attention to wants rather than needs without being based on rational considerations (Ridhayani & Johan, 2020; Puteri *et al.*, 2022). Mardikaningsih *et al.*, (2020) explain that the higher the consumptive behavior, the higher the student interest in online loan services, so this will pose risks for these students. Duel & Steinberg, (2020) and Weber *et al.*, (2002), put forward the theory of risk-taking behavior, which is the result of a series of processes carried out by a person with a risk function (regarding the uncertainty of consequences), expected benefits (perceived benefits) to combine all the information obtained to make decisions. In turn, it causes shopping addiction, which is called compulsive buying disorder (Damayanti & Canggih, 2021).

The Effect of Financial Literacy on the Use of Pay Later

Financial literacy is understanding and knowledge of concepts, skills, motivations, financial risks, and beliefs (Sari *et al.*, 2020). Financial literacy is needed for millennials because this generation is raised in a culture of debt and a luxurious lifestyle, making it easy to get loans through online applications. (Rahmawati & Mirati, 2022). A person with qualified and responsible financial literacy skills can see finances differently and control their financial condition, not just follow consumptive desires or keep up with the times (Mudrikah, 2021). Rahmawati & Mirati (2022) state that financial literacy has a unidirectional relationship, where if financial literacy increases, it will affect the decrease in consumptive behavior in spending money in the future in the millennial generation. Thus, the proposed hypothesis is as follows:

H₁: Consumptive behavior positively affect the use of pay later.

H₂: Financial literacy negatively affect the use of pay later.

The Effect of Consumptive Behavior on Credit Decisions Using Pay Later: Peer Pressure as a Moderating Variable

Peers are places where teenagers socialize with their peers. So that during their socialization period, generation Z often establishes communication and association with their peer group. This association has an impact on generation Z, both negative and positive influences, such as the influence of consumptive behavior (Maris & Listiadi, 2021). so they quickly buy attractive products and follow current trends because they think they are outdated and uncool. Especially with the development of social media, teenagers want to show their existence (Khafida & Frieda, 2020). Ridhayani & Johan, (2020) state that reference groups influence the consumptive behavior of high school students in a significant positive way. Reference groups have a big impact in that they will encourage students' consumptive behavior.

The Effect of Financial Literacy on Credit Decisions Using Pay Later: Peer Pressure as a Moderating Variable

Financial literacy will affect a person's lifestyle to be less wasteful to avoid consumptive behavior, but low financial literacy leads students to the wrong financial decisions and limits their ability to make the right financial decisions (Thomas & Subhashree, 2020 and Widhar et al., 2020). Students have a tendency to follow their peers in terms of comparing themselves with peers, discussing financial management problems, spending their free time having fun with friends, and doing shopping activities. Peers have a positive influence on consumptive behavior, where the higher the influence caused by peers, the higher the consumptive behavior. Vice versa, the smaller the influence exerted by peers can cause smaller consumptive behavior as well (Maris & Listiadi, 2021). Thus, the proposed hypothesis is as follows:

H₃: Peer pressure strengthens the influence of consumptive behavior on credit decisions using pay later.

H₄: Peer pressure weakens the influence of financial literacy on credit decisions using pay later.

The Effect of Consumptive Behavior on Credit Decisions Using Pay Later: Self-Control as a Moderating Variable

Individuals are more likely to change their behavior according to the demands of social situations, so they can change their behavioral image by being more responsive to situational cues, being more flexible, trying to facilitate social interactions, and being warm and open (Kumalasari and Soesilo, 2019; Komarudin *et al.*, 2020; & Lutfiah et al., 2022). Prioritization of needs affects individual behavior in managing their finances and prevent-

ing waste in allocating finances (Komarudin *et al.*, 2020). Weak self-control can have an impact in the form of losses due to not being able to control desires from within oneself and the environment.

Financial Literacy on Credit Decisions Using Pay Later: Self-Control as Moderating Variable

The existence of financial literacy will help individuals manage personal financial planning because it is a factor that directly affects the consumptive behavior of e-commerce user students so that individuals can maximize the time value of money and the benefits obtained by individuals will be greater and will improve their standard of living (Atikah & Kurniawan, 2020; Mu'amala & Wahjudi, 2021; Putri & Andarini, 2022). Self-control alone is insufficient to determine the right decision to make consumption, so financial knowledge is needed to obtain maximum utility from consumed products to improve life welfare. Thus, the proposed hypothesis is as follows:

H₅: Self-control weakens the influence of consumptive behavior on credit decisions using pay later.

H₆: Self-control strengthens the effect of financial literacy on credit decisions using pay later.

Based on the hypothesis developed, this study formulates the framework in Figure 1.

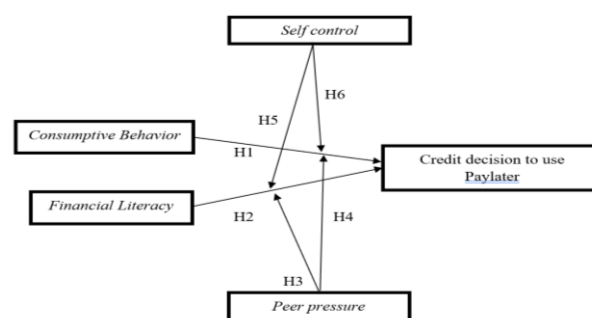


Figure 1. Research Framework

3. Research Methods

This research uses purposive sampling technique, with the following characteristics: Students from Generation Z who are active users of pay later and are at least 17 - 28 years old. According to Iskandar (2021), they are considered mature, in age and thinking thus they are able to make decisions for themselves. This research is conducted from March 1 - May 5, 2023 (66 days). The questionnaire link was distributed via chat applications such as WhatsApp, DM IG, and Facebook using a Google form to fulfill the number of respondents and explain that only active pay later users could be respondents. There are 18 indicators in this study. The data analysis process in this study used SEM PLS (Structural

Equation Modeling) analysis techniques. SEM PLS can be used for all types of data scales (Hair Jr *et al.*, 2021), which in this study consist of Likert and nominal scales and will be tested for validity and reliability first, with outer loading parameters of more than 0.7, AVE more than 0.5 and composite reliability more than 0.7. The total number of respondents from research conducted in Satya Wacana Christian University was 94 students, consisting of 31 male respondents and 63 female respondents (Table 2).

Table 2. Respondent Characteristics

Age	Gender	
	Male	Female
17	0	1
18	3	2
19	7	11
20	5	8
21	8	9
22	0	15
23	3	11
24	4	1
25	0	1
26	1	1
27	0	1
28	0	2
Total	31	63

The data above shows that the respondents with the most active pay later users are women aged 22 years, with a total of 15 people. After entering college, female students begin to hang out with their peers and become members of their group, thus diverting their attention to developing traits or behaviors suitable or admired by their friends. However, peers can significantly influence student financial management, such as spending free time on vacation and shopping (Darmawan & Pratiwi, 2020; and Cahyani & Rochmawati, 2021).

4. Results

The evaluation of discriminant validity should be reviewed based on the Fornell and Lacker criteria. Discriminant validity is a form of evaluation that ensures that variables are theoretically different and empirically tested/ statistically tested. The Fornell and Lacker criteria show that the AVE root of the variable is greater than the correlation between variables. The financial literacy variable has a root AVE (0.866) more significant than the correlation with pay later (-0.166), a more significant correlation with consumptive behavior (0.267),

a more significant correlation with peer pressure (0.325), and a more excellent correlation with self-control (0.132). The pay later variable has an AVE root of (1,000), a more significant correlation with consumptive behavior (-0.217), a more significant correlation with peer pressure (-0.230), and a more significant correlation with self-control (0.149). The consumptive behavior variable has a root AVE (0.810), a more significant correlation with peer pressure (0.421), and a more significant correlation with self-control (0.073). The peer pressure variable has an AVE root (0.775) and has a more significant correlation with self-control (0.161). The self-control variable has a root AVE (0.875); this result indicates that the overall discriminant validity of financial literacy, paying later, consumptive behavior, peer pressure, and self-control is qualified (Table 3).

Table 3. Validitas Diskriminan-Kriteria-Fornell-Lacker.

	LK	Pay later	PK	PP	SC
LK	0.866				
Pay later	-0.166	1.000			
PK	0.267	-0.217	0.810		
PP	0.325	-0.230	0.421	0.775	
SC	0.132	0.149	0.073	0.161	0.875

Hair *et al.*, (2019) and Hair Jr *et al.*, (2021), suggested the Heterotrait-Monotrait Ratio because this discriminant validity measurement is the most sensitive or accurate measurement in identifying discriminant validity. The recommended value is 0.90. Based on tests showing that the Heterotrait-Monotrait Ratio value is below 0.90 for all pairs of variables, discriminant validity is qualified. The variable divides the variance of the measurement item against the item that measures it more strongly than it divides the variance in the other variable items.

Structural Evaluation

Structural model evaluation is related to testing the hypothesis of influence on research variables. According to Hair *et al.*, (2019) and Hair Jr *et al.*, (2021), this structural model evaluation check consists of three stages. First, check the absence of multicollinearity between variables with the inner VIF (Variance Inflation Factor) measure. An inner VIF value below 5 indicates no multicollinearity between variables. The second is to test the hypothesis of each variable by looking at the t-statistic or

p-value. If the p-value is below 0.05, it indicates a significant influence between variables. Third, calculate the f-square value that describes the direct relationship between variables with criteria (f-square 0.02 low, 0.15 medium, and 0.35 high).

Table 4. Diskriminant Validity Heterotrait- Monotrait Ratio (HTMT).

	LK	Pay Later	PK	PP	SC	PP x LK	SC x LK	PP x PK	SC x PK
LK									
Pay Later	0.175								
PK	0.327	0.252							
PP	0.388	0.260	0.559						
SC	0.175	0.174	0.140	0.236					
PP x LK	0.082	0.318	0.279	0.352	0.079				
SC x LK	0.400	0.217	0.275	0.077	0.257	0.323			
PP x PK	0.214	0.344	0.126	0.167	0.066	0.301	0.049		
SC x PK	0.232	0.258	0.201	0.088	0.218	0.079	0.568	0.032	

Table 5. Collinearity Statistics-Inner Model and Hypothesis Testing (Direct Effect)

Hipotesis	Path Coefficient	P values	95% degree of confidence		f-square	Collinearity Statistics	
			Path Coefficient			Pay Later	Pay Later
			Bottom limit	Upper limit			
PK -> Paylater	-0.043	0.000	-0.175	n/a	0.002	LK	1512
LK -> Paylater	0.087	0.000	-0.016	n/a	0.007	PK	1.395
PP -> Paylater	-0.222	0.000	-0.379	n/a	0.046	PP	1.602
SC -> Pay Later	0.081	0.000	-0.045	n/a	0.008	SC	1.211
PP x PK → Paylater	-0.272	0.000	-0.458	n/a	0.132	PP x PK	1.350
PP x LK → Paylater	-0.194	0.000	-0.407	n/a	0.035	PP x LK	1.752
SC x PK → Paylater	0.133	0.000	0.029	n/a	0.026	SC x PK	1.524
SC x LK → Paylater	0.169	0.000	0.021	n/a	0.027	SC x LK	2.167
R-square	0.327						
R-square adjusted	0.264						

Before testing the hypothesis of the structural model, it is necessary to see whether there is multicollinearity between variables, namely with the inner VIF statistical measure. The estimation results show the inner VIF value < 5, so the level of multicollinearity between variables is low. These results strengthen the results of parameter estimation in SemPLS, which are robust (unbiased).

From the results of the research conducted found that: The first hypothesis (H₁) is not accepted because there is a significant negative effect of consumptive behavior on the use of pay later with a Path Coefficient value (-0.043) and P values (0.000 < 0.05). This happens because Satya Wacana Christian University students do not use pay later as a transaction, because they buy more products with a payment system on the spot when the goods are delivered, which is termed Cash on Delivery (COD).

The second hypothesis (H₂) is not accepted, namely that there is a significant effect of financial literacy in a positive direction on the use of pay later with a Path Coefficient value (0.087) and P values (0.000 < 0.05). Financial literacy will affect

pay later usage. However, the presence of financial literacy in influencing pay later usage has a low influence (f-square= 0.007). Financial literacy can influence individuals who behave consumptively into better behavior. Good financial literacy will make someone to give goods according to needs not based on desire.

The third hypothesis (H₃) is not accepted, where there is a significant effect of peer pressure as a moderating variable that weakens consumptive behavior on the use of pay later with a Path Coefficient value (-0.272) and P values (0.000 < 0.05). Consumptive behavior moderated by peer pressure will increase pay later usage. However, peer pressure as a moderating variable in increasing pay later usage has a low effect (f-square= 0.132).

The fourth hypothesis (H₄) is not accepted, where there is a significant effect of peer pressure as a moderating variable that weakens financial literacy on the use of pay later with a Path Coefficient value (-0.194) and P values (0.000 < 0.05). Financial literacy moderated by Peer pressure will increase the use of pay later. However, peer pres-

sure as a moderating variable in increasing the use of pay later has a low effect ($f\text{-square} = 0.035$).

The fifth hypothesis (H_5) is accepted, namely that there is a significant effect of consumptive behavior with moderated self-control weakening the use of pay later with Path Coefficient (0.133) and P values ($0.000 < 0.05$). Self-control can influence someone who behaves consumptively so as not to use pay later. This is because someone with good self-control is able to think rationally in doing everything including buying products.

The sixth hypothesis (H_6) is accepted, namely that there is a significant effect of financial literacy on the use of pay later moderated by self-control with Path Coefficient (0.169) and P values ($0.000 < 0.05$). Financial literacy will affect the use of pay later, moderated by self-control. However, the existence of financial literacy moderated by self-control in influencing the use of pay later has a low effect ($f\text{-square} = 0.027$). The test results above show the joint effect of consumptive behavior and financial literacy, moderated by peer pressure and self-control on using pay later, is 0.327.

5. Discussion

The analysis results show that Satya Wacana Christian University students need to focus more on using pay later. Satya Wacana Christian University students use internet technology more through smartphones for shopping. Furthermore, payments use transfers via banks, e-banks, or pay on the spot when the goods are delivered, termed Cash on Delivery (COD). However, consumptive behavior affects the use of pay later with a low influence. The results of this study are in line with research conducted by Reddyson *et al.*, (2022), which shows that the effect of hedonic motivation on impulse buying has a negative effect, which means that the greater the hedonic motivation that influences consumers to carry out fun activities, the greater the consumer's impulse purchase. Because hedonic motivation is a fun activity for consumers, it makes impulsive buying an activity for fun without a sense of threat.

Financial literacy has a significant influence with a positive direction on the use of pay later. The results of this study align with Mudrikah (2021), who states that better financial management can improve students' quality of life so that interest

in using fintech products will increase. According to Adhliana *et al.*, 2022; and Hakim and Syafitri, 2022, good or bad financial literacy possessed by pay later users does not affect the financial management behavior of users, where someone can have good financial literacy, but not necessarily be able to show good financial management behavior.

Peer pressure has a significant effect as a moderating variable that weakens consumptive behavior on the use of pay later. However, peer pressure as a moderating variable in increasing the use of pay later has a low effect. The desire to be accepted and be like their peers makes teenagers try to follow the current trends. The existence of the latest trends or fashion developments makes teenagers encouraged to purchase fashion products that are not actually needed. Qurotaa'yun and Krisnawati (2019), however, the millennial generation can still take care of themselves and apply their needs, especially before deciding to buy a product or service or being able to control their consumptive behavior.

Peer pressure as a moderating variable that weakens financial literacy on the use of pay later. Financial literacy moderated by peer pressure will increase the use of pay later. However, peer pressure as a moderating variable in increasing the use of pay later has a low effect. The results of this study indicate that a person with good financial literacy can be affected by peer pressure. According to Fauzia and Nurdin, (2019) financial literacy can influence a person to become a person who is not wasteful and can avoid consumptive behavior. However, currently generation Z has begun to turn its attention to the development of consumptive behavior or the behavior of buying products following trend to be admired by their friends, because peers are able to exert a great influence on generation Z (Darmawan & Pratiwi, 2020). Every individual must have high self-control because high self-control can create good self-control in everyday life (Ramadany & Artadita, 2022).

Consumptive behavior moderated by self-control weakens the use of pay later. Consumptive behavior will affect pay use later with moderated self-control Puteri *et al.*, (2022). However, the existence of consumptive behavior moderated by self-control in influencing the use of pay later has a low influence. This study's results align with Ramadany

& Artadita (2022), who revealed a significant positive relationship between self-control and wasteful behavior. So, the higher a person's self-control, the lower his consumptive behavior will be. Individuals with high self-control will be able to resist the urge to buy items that they feel are not needed. Good self-control allows individuals to make purchases according to need, and not based on desire. The effect of self-control is the interaction of self-control and the nature of materialism to shape consumer behavior. The moderating impact of self-control is controlling consumer behavior by evaluating goods based on symbolic goods, social status, building social status from purchasing an item, and excessive prestige (Balik & Tupamahu, 2020).

Financial literacy will affect the use of pay later moderated by self-control. However, the presence of financial literacy moderated by self-control in influencing the use of pay later has a low effect. This study's results align with Ridhayani and Johan (2020), which show that higher financial knowledge will result in more positive financial attitudes and behaviors and closer relationships with reference groups. According to Fauzia and Nurdin (2019), the higher a person's level of financial literacy, the better their financial management will be, thus influencing a person's lifestyle not to behave consumptively.

5. Conclusion and Suggestion

Conclusion

Research conducted on Satya Wacana Christian University students who are active Pay Later user shows that Consumptive Behavior significantly affects the use of Pay Later. The significant effect of Financial Literacy on pay-later usage is positive. The significant effect of Peer pressure as a moderating variable on Consumptive Behavior on pay-later usage is negative. The significant effect of Peer pressure as a moderating variable of Financial Literacy on the use of pay later is negative. The significant effect of Consumptive Behavior moderated by Self-Control on the use of pay later is positive. The significant effect of Financial Literacy moderated by Self-Control on pay later usage is positive.

Suggestion

The results of this study have several limitations, so the authors provide suggestions for further research, including: Future researchers can add respondents with more diverse backgrounds

to obtain research results that better reflect the population. Adding independent variables such as parents' and working students' incomes is also recommended. Further research may focus on the use of pay later at the junior high school and elementary school education levels because research at this level is still limited.

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