Evaluation of Factors influencing the Shopee PayLater adoption in Indonesia

Leo Agustin[1],[*]

[1] *School of Business, Nanjing University of Information Science and Technology, Nanjing, P. R. China*

Corresponding author: agustinleo01@gmail.com

Abstract: Current technological developments are one of the causes of the creation of financial technology (fintech) innovations. One of the fintech innovations that is developing in Indonesia is Shopee PayLater. This study aims to investigate the factors that determine the use of the Shopee PayLater function and its impact on consumption behavior among Indonesian students who use it. The primary data was collected from Indonesian e-commerce users. Later, the Grey Relational Analysis model was used for data analysis and evaluation of the factors. According to the findings, income, behavioral intention, and social influence all had a favorable and significant impact on the use of Shopee PayLater. Additionally, using Shopee PayLater has a good and significant impact on people's purchasing habits.

Keywords: Shopee PayLater; consumptive behavior behavior; e-commerce; grey relational analysis

1. Introduction

Currently, the use of the internet is becoming increasingly widespread. The internet is a new medium for information and communication facilities and a 'market' for buying and selling online. In Indonesia, e-commerce has been increasingly popular in recent years. Statista (2019) recorded the number of e-commerce users in Indonesia in 2017 reached 139 million users, then increased 10.8% to 154.1 million users last year. This year it is estimated that it will reach 168.3 million users and in 2023 it is estimated that it will reach 212.2 million (Jayani, 2019).

Seeing the public enthusiasm for e-commerce, it is a challenge for companies to continue to innovate to improve the quality of the best products or services that fully meet the needs and demands of consumers, one of which is Shopee. Shopee, which is one of the largest e-commerce companies in Indonesia, is an online shopping concept application under the auspices of the SEA Group, one of the largest internet group companies in Southeast Asia. According to the iprice.co.id E-commerce Map, Shopee has maintained its first place as the top e-commerce for ten consecutive quarters based on PlayStore rankings. Shopee also topped the AppStore ranking category in the second quarter of 2019. Meanwhile, the monthly average number of Shopee website visitors has reached 90.7 million (Jayani, 2019). After the various achievements that have been achieved, Shopee seems to never stop innovating in improving the quality of services to meet consumer needs. This is realized by providing various payment methods ranging from bank transfer payments, credit cards, Shopee Pay, to Shopee officially launching its newest feature, Shopee

PayLater. Shopee PayLater implements a peer-to-peer lending system which is a platform that brings together lenders and borrowers via the internet. Peer-to-peer lending provides credit and risk control tools. This platform assists lenders and borrowers in meeting their respective needs and generating cost-effective money management (Yuneline, 2022). The presence of Shopee PayLater in the Shopee app has piqued the interest of many consumers who want to test transacting online using this function.

The convenience of Shopee PayLater as a choice of payment method at Shopee has the potential to encourage consumptive behavior. Consumptive behavior is the act of consumers buying or using goods or services in excess just to fulfill desires without thinking about the benefits or needs of these goods or services. This can be caused by consumers who do not think twice about buying something that is not really needed.

Indonesia is one of the primary markets of Shopee, and considering the surge in e-commerce in the country (see, Figure 1), it provides a useful case study for e-commerce businesses. In the current study, different factors influencing the Shopee PayLater adoption in Indonesia will be identified from the literature and later using the Grey Relational Analysis (GRA) they will be evaluated. The remainder of this paper is structured as follows: First, an extensive literature review is presented which discusses Shopee PayLater, and consumptive behavior, followed by an introduction to the GRA model. Then the research methodology was discussed, followed by a presentation and discussion of the results. Finally, this research ends with conclusions and recommendations.

2. Literature review

2.1 FinTech (Financial Technology)

According to Bank Indonesia regulation number 19/12/PBI/2017, financial technology is the use of a financial system to create new products, services, technology, and/or business models that can affect monetary policy, financial system efficiency, security, and security, as well as payment mechanisms Payment systems, market support, investment management and risk management, loans, financing and capital providers, and other financial services are all examples of financial
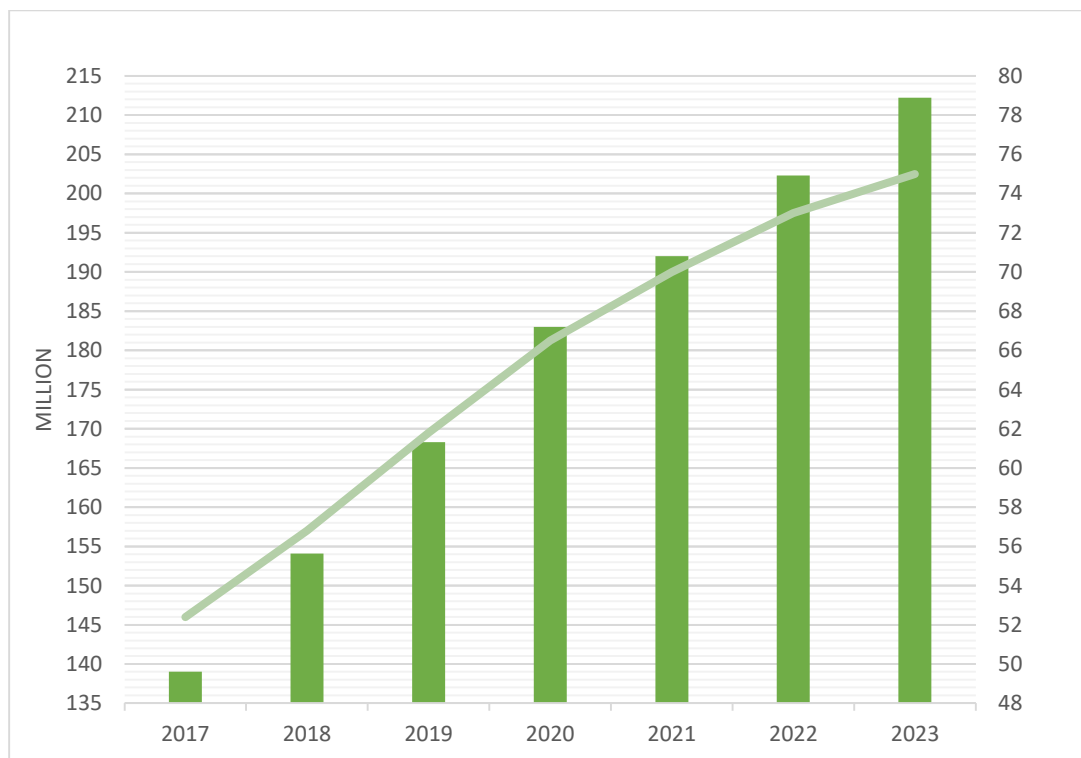

Figure 1. Use and Penetration rate of e-commerce in Indonesia (Source of data: Statista, 2019)

technology providers (Rahma, 2018). The following sections describe the functions of financial technology providers:

(a) *Payment system* – The payment system includes authorization, clearing, final settlement, and payment execution. Financial management technology in the payment system category includes the use of blockchain technology or distributed ledgers for fund transfers, electronic money, and mobile payments.

(b) *Support for the market* – This technology uses information and/or electronic technology to provide the public with financial information on financial products or services that is faster or less expensive.

(c) *Risk management or investment management* – The supply of online investment goods or online insurance falls under the category of investment management or risk management.

(d) *Services provider* – Services such as lending, financing or funding, and capital raising. This category provides services such as peer-to-peer lending and crowd-funding activities.

(e) *Financial services in other fields* – Payment systems, market assistance, investment management, risk management, credit, financing, and capital provision are examples of other financial services.

2.2 Shopee PayLater

Features are attributes of a product to meet the level of satisfaction of consumer needs and desires, through having the product, using, and utilizing the product (Fahmi, 2016). The indicators for product features are: (1) Ease of operation, (2) Satisfaction with the product, and (3) Design.

Shopee is one of the most popular e-commerce platforms in East Asia and people in the region frequently use it to buy products online (Mesatania, 2022). Shopee PayLater is a new payment feature from the Shopee application. Through Shopee PayLater, Shopee active users will get the convenience of shopping in the form of instant loans with very minimal interest. In contrast to Shopee Pay which can be activated directly, currently, the payment method through Shopee PayLater can only be enjoyed by active users of the Shopee application who are deemed eligible to use Shopee PayLater. The requirements that must be met first, such as:

1. Shopee account must be registered and verified
2. Shopee account is 3 months old
3. Shopee accounts are often used for transactions
4. Must update the latest Shopee application

The user will be required to pay the bill according to the installment period set when making a payment transaction in the Shopee app after making a purchase transaction using Shopee PayLater. Through the Shopee PayLater feature, Shopee offers benefits in the form of instant loan funds with very minimal interest to active users on the Shopee application. Later, each selected active user will get a credit limit whose value is adjusted to how high the level of purchase transactions is. For now, the available credit limits start from IDR 750,000 – IDR 1,800,000.

2.3 Consumptive behavior

Consumptive means the nature of consuming, using, using, spending something, and behaving extravagantly to consume goods or services in excess. Consumption is the desire to consume goods and services that are actually less needed in excess to achieve satisfaction (Effendi, 2016:16). Meanwhile, according to Boru *et al.* (2021) consumptive behavior is a behavior that is no longer based on rational considerations, but because of a desire that has reached an irrational level. Based on the above understanding, it can be concluded that consumptive behavior is behavior in which a person has a desire to consume excessively without being based on rational considerations only to obtain happiness or satisfaction. According to literature (Effendi 2016; Erizal, 2021) consumptive behavior consists of three, namely as follows:

a) *Impulsive Buying,* namely excessive buying behavior. Excessive consumer behavior is characterized by excessive attitudes in buying goods and buying expensive goods in shopping.

b) *Non-Rational Buying,* namely irrational buying behavior. Consumers who behave non-rationally have the characteristics of buying less useful goods because of prestige.

c) *Wasteful Buying*, namely buying behavior that is wasteful. Purchasing behavior that is wasteful is characterized by the purchase of goods by consumers that are not adjusted to the needs that must be met or excessive in meeting the needs. Factor Influencing Consumer Behavior.

2.4 Factors Influencing Consumer Behavior

Purchase decisions from buyers are strongly influenced by cultural, social, personal, and psychological factors of buyers. Most of them are factors that cannot be directly controlled by marketers, but must be taken into account (Setiadi, 2003; Ajuna, 2020). These are shown in Table 1, and explained below.

1. *Income.* As for what is meant by a person's economic condition, it consists of disposable income, savings and assets, ability to borrow and attitude towards spending versus saving. Income's effect on consumer buying behavior is well known from the literature Mentari and Bendesa (2018) state that income positively affects interest in using electronic money as a transaction tool. Jeong and Kim (2020) argued that there is a positive influence between income and interest in shopping. Consumers with high incomes will be interested and interested in using Paylater, because the higher a person's income, the more need or consumption increases.

2. *Lifestyle.* A person's lifestyle is a pattern of living in the world that is expressed by a person's activities, interests, and opinions (Nugroho & Pradana, 2021). Lifestyle also reflects something behind a person's social class. Lifestyle effect of consumer buying behavior is well known from the literature. Al-Dmour *et al.* (2017) argued that when a person's lifestyle changes, their needs also change, resulting in changes in use or consumption behavior. Therefore, lifestyle is indirectly reflected through a person's activities or behavior in determining the choice of use or consumption

3. *Perceived ease of use.* The perception of ease is importantt in real life. If the user believes the system is easy to use then he will use the system (Jogiyanto, 2008). If the user trusts a technological system that is easy to use, he will be interested in using the system, and vice versa. The perception of convenience affect of consumer buying behavior is well known from the literature. Romadloniyah and Prayitno (2018) argued that the fact that the perception of convenience has a positive and significant effect on customer interest in using E-Money products. complicated considering the current phenomenon that is fast-paced and easy to get something.

4. *Perceived usefulness.* Davis's (1989) perceived usefulness is the extent to which users believe a system will boost its performance if used. Perception of benefits affect of consumer buying behavior is well known from the literature, e.g., Sohn (2017) argued that the perception of individual usefulness affects interest in using e-commerce. Pratama and Suputra (2019) argued that the perception of benefits positively influences interest in using electronic money as a transaction tool. This means that if consumers feel that they have benefited from the paylater payment method, they will be interested in using it. Furthermore, if consumers feel that by using a paylater the transaction process will be faster, then consumers will assume that this service can provide benefits for themselves, so that consumers will happily use the paylater services offered by e-commerce.

5. *Behavioral intention.* Behavioral intention to use is a behavioral tendency to apply a technology (Davis, 1989). The level of use of a technology on a person can be predicted from the attitude and attention of the user towards the technology, an example of this interest is the feeling where Shopee application users will feel attracted to one of the payment facilities provided by Shopee, namely the Shopee PayLater service without coercion or voluntary and users consider Shopee PayLater services will provide benefits for users.

6. *Familiarity.* Familiarity comes from experience and understanding, including knowledge of procedures and services related to the use of technology. Familiarity affect of consumer buying behavior is well known from the literature, e.g., Rouibah *et al.* (2016) argued that the familiarity factor significantly affects the intention to use online payments. suppose consumers judge that the SPayLater feature is familiar and easy to use. In that case, the consumer will feel that the procedures and benefits provided by the SPayLater feature are easy to understand, so that Familiarity also encourages user confidence to use SPayLater as a personal transaction payment.

Table 1. Factors influencing the Shopee PayLater adoption in Indonesia

Code	Factors	Explanation	Reference
X1	Social Influence	When customers buy online sometimes they are influenced by society (e.g., friends, family, colleagues, etc.)	Farah *et al.* (2018)
X2	Perceived Usefulness	Where if the individual has a sense of belief that the information system / technology will be useful, he will use the system	Jogiyanto (2008)
X3	Perceived Ease of Use	Acceptance Model has three important core principles, one of which is the perception of ease of use where this perception must be associated with an increase in behavioral intentions	Hansen *et al.* (2018)
X4	Income	Behavior of low-income households affects the intention to use the product	Mentari and Bendesa (2018)
X5	Lifestyle	When an individual's lifestyle changes, their needs and activities can also change. changed. These changes in needs and activities result in changes in a person's usage or consumption behavior	Al-Dmour *et al.* (2017)
X6	Familiarity	Users who feel they are familiar and have sufficient knowledge and experience of a technology will make it easier to understand the procedures and features provided by the technology	Gefen *et al.* (2017)
X7	Performance Expectancy	Performance expectancy is considered to significantly affect usage interest	Oliveira *et al.* (2016)
X8	Effort Expectancy	Effort expectancy has a significant influence on interest in using a technology.	Alalwan *et al.* (2016)
X9	Facilitating Conditions	Facilitating conditions affect the interest in using a technology	Alalwan *et al.* (2016)
X10	Hedonic Motivation	Satisfaction and happiness that arise when using the technology will increase customer preferences to continue using the technology	Khalilzadeh *et al.* (2017)
X11	Price Value	When customers already have their own price value on a technology, then they will not hesitate to use it	Indrawati and Putri (2018)
X12	Perceived Technology Security	Security concerns are one of the individual barriers to interest in using technology	Cheng *et al.* (2006)
X13	Behavioral Intentions	Consumptive behavior makes a person tend to be materialistic, unable to think rationally and have a great desire to have the desired objects without paying attention to their needs	Pulungan and Febriaty (2018)

7. *Price value.* Price value is the perception of the benefit gap between the use of technology, the costs incurred to use it will affect the desire to use the technology (Venkatesh *et al.*, 2012). This can be seen from the technology that allows us to shop from home, so consumers can save time and also transportation costs because they don't have to go to the store. So, it can be concluded that the cost structure and price significantly affect consumer intention to adopt technology.

8. *Hedonic motivation.* It is a shopping motivation based on emotion, feeling comfortable, and happy (Subagio, 2012). Lifestyle is related to hedonism motivation because when user activities are fulfilled through the use of a technology, users will feel happy and comfortable using the technology. Venkatesh *et al.* (2012) added hedonism motivation as a tool to predict consumer behavior related to the use of a technology.

9. *Performance expectancy.* It is defined as the level where an individual believes that using the system will help in improving his performance (Kurniawati, 2010). Performance expectancy using PayLater also incentivizes users to be interested in using PayLater. User perception is simple, namely whether using PayLater can increase their productivity, and can complete their work faster

by using PayLater. The fulfillment of this expectation becomes an explanation of how performance expectancy affects people in using Shopee Paylater.

10. *Effort expectancy.* It is defined as the degree of ease associated with using the system. Effort expectancy is very important for users because it can make it easier for users to use technology and understand the procedures and functions of the features provided. Understanding related to a technology can come from experience gained from use that makes someone feel accustomed to using it, so trust and interest arise in using it (Usman & Lizam, 2016).

11. *Social influence.* It is individual encouragement from other people and social circles that change individual attitudes and beliefs so that they take action related to the use of a technology (Farah *et al.*, 2018). In other words, the information and encouragement provided by people have contributed to a person's awareness of the use of a technology. This is based on the concept of subjective norms and social image where a person is considered to have received behavior that is accepted and chosen by his social peers and other people who are considered important to him in the use of a technology (Mbrokoh, 2016).

12. *Facilitating condition.* It is defined as the extent to which a person believes that organizational resources and support and technical infrastructure are available to support the use of the system. Facilitating conditions are an important factor for users to increase the use of the PayLater application. The provision of knowledge, application compatibility, and the ease of getting help from other parties are the driving forces for using the Shopee PayLater application.

13. *Perceived Technology Security.* It is defined as the buyer's perception of the sellers' inability and unwillingness to protect monetary information (Salisbury *et al.*, 2001). Users will be more inclined to intend using Shopee Paylater if they have a perception that the PayLater services provided by the Shopee have been designed and have a secure system of criminal acts.

3. Research methodology

3.1 Data collection and research instrument

Primary data was collected through an online survey created in Google Forms. The questionnaire was sent to potential respondents in Indonesia, and 11 people filled it correctly on a 7-point Likert scale. In the current study, N represents the respondents and X represents the criteria. Most of the respondents are young and employed having experience of using Shopee PayLater. The questionnaire had two parts; demographic information (see Table 2) and core questions. The core questions were like this "Does *Social Influence* affect your intention of using Shopee PayLater?" and each question involved one of the factors from Table 1.

Table 2. Demographic profile of the respondents

Characteristic	Classes	Number	%
Profession	Student	4	36.4
	Works in a private organization	5	45.5
	Works in a Public organization	2	18.2
Work experience	Below 1 years	1	9.1
	1 - 3 years	3	27.3
	3 - 5 years	3	27.3
	5 years or more	0	0
Age	Less than 20	1	9.1
	21 to 30	6	54.5
	31 to 39	2	18.2
	40 to 49	2	18.2
Gender	Male	4	36.4
	Female	7	63.6

3.2 Grey relational analysis

Grey Relational evaluation (GRA) is a famous MCDM model and is the heart of GST. The primary idea of GRA is to conclude the diploma of relationship between elements by way of evaluating geometrical patterns of information (Javed *et al.*, 2020; Angela & Angelina, 2021). GRA has been carried out to solve supplier selection problems (Diba & Xie, 2019; Yang & Chen, 2006), temperature-sickness transmissibility relationship analysis (Irfan *et al.*, 2021), optimization of engineering parameters (Oyedeji *et al.*, 2022; Abifarin *et al.*, 2021), critiques of limitations to university enrollment (Fahim *et al.*, 2021) and healthcare resource elements (Peng *et al.*, 2021), among others. The GRA relies upon at the correlation elements and being anticipated between the reference orders and all comparative factors in sequences. To summarize the GRG, the comparability collection need to have the highest grade to be the first-class choice.

The foundation of the GRA model rests upon the Grey Relational Grade (GRG), which is a measure of positive correlation (Javed *et al.*, 2022). If $X_0 = (x_0(1), x_0(2), \dots, x_0(N))$ and $X_k = (x_k(1), x_k(2), \dots, x_k(N))$ are the grey data sequences as Γ_{0k} and is given by (Abifarin & Ofodu, 2022; Mahmoudi *et al.*, 2020)

$$\Gamma_{0k} = \frac{1}{N} \sum_{j=1}^{N} \gamma_{0k}(j)$$

where the Grey Relational Coefficient (GRC) is,

$$\gamma_{0k}(j) = \frac{min_k \, min_j |x_0(j) - x_k(j)| + \xi * max_k \, max_j |x_0(j) - x_k(j)|}{|x_0(j) - x_k(j)| + \xi * max_k \, max_j |x_0(j) - x_k(j)|}, k = 1, 2, \dots, M$$

Here $\xi \in (0,1]$ is the distinguishing coefficient. In the current study, $\xi = 0.5$. In the current study, M denotes the total number of factors, and N denotes the total number of respondents.

4. Results and discussion

Data is collected through an online survey created on Google Forms. It was sent to potential respondents in Indonesia, and 11 people filled it out correctly on a 7-point Likert scale. Most of the respondents are people who have earned and have used Shopee PayLater. In this study, N represents the respondents and X represents the criteria.

The thirteen selection criteria reported in Table 1 were considered for impact Shopee PayLater on people's Consumptive behavior. The equally weighted Grey Relational Analysis (GRA) will be applied to prioritize the Thirteen criteria against the responses of the eleven respondents with MS Excel's aid. The collected data is shown in Table 3.

Table 3. The input data

	N1	N2	N3	N4	N5	N6	N7	N8	N9	N10	N11
X1	7	7	5	4	5	4	5	6	7	7	6
X2	5	4	4	6	5	6	7	5	6	4	7
X3	2	4	4	6	5	6	7	5	6	4	7
X4	4	7	7	6	7	6	7	7	7	7	7
X5	5	7	7	4	5	5	5	7	1	7	6
X6	2	2	5	2	6	4	4	6	4	4	5
X7	6	5	4	5	6	4	6	7	5	7	6
X8	4	4	4	3	4	5	4	4	5	7	5
X9	6	5	5	5	6	4	3	7	7	7	5
X10	2	3	2	2	5	5	5	7	1	4	7
X11	5	4	3	3	4	5	5	4	4	4	5
X12	3	5	5	5	5	6	5	6	7	7	5
X13	5	6	6	3	5	6	5	7	7	7	7

This study applies the GRA model to the data collected from 11 respondents, and the results are shown in Table 4, which presents the Grey Relational Coefficients and the Grey Relational Grades along with ranking of the thirteen factors. The ranking defines the position of each factor that most influences the use of Shopee PayLater based on those surveyed.

Based on the survey results, the most influential factor on the use of Shopee PayLater is income, followed by Behavioral Intention, Social Influence, Life style, Facilitating Condition, Performance Expectancy, Perceived Usefulness, Perceived Technology Security, Perceived Ease of Use, Effort Expectancy, Hedonic Motivation, Familiarity, Price Value. This is illustrated in Figure 2.

According to the GRA model, Income (GRG = 0.9091) got the first rank. The results are consistent with the literature. It can be concluded that income has a positive and significant effect on interest in using Shopee PayLater services. Income is an important factor in influencing consumer interest in using Shopee PayLater. Consumers with high incomes will be interested and interested in using Shopee PayLater, because the higher a person's income, the more need or consumption increases. The results of this study support the income theory (Sukirno, 2016) and are in line with the results of Mentari and Bendesa (2018), which states that income positively affects interest in using electronic money as a transaction tool. And in the research of Jeong and Kim (2020), there is a positive influence between income and interest in shopping.

According to the GRA model, Behavioral intention (GRG = 0.7708) got the second rank. The results are consistent with the literature. The results show that behavioral intention affects the use of Shopee PayLater in transactions at Shopee. Behavioral Intention (BI) is the extent to which the subject states to use technology in the future (Krempel & Beyerer, 2014). The word "interest" is more likely to be motivation, which affects how much the individual feels attracted or not to a stimulus (Uyun & Warsah, 2021)

According to the GRA model, social influence (GRG = 0.7545) got the third rank. The results are consistent with the literature. Based on the hypothesis test results above, it can be concluded that social influence has a positive and significant influence on the use of Shopee PayLater, so hypothesis one is accepted. This shows that if the social influence is higher, the use of Shopee PayLater will increase, because recommendations from people around it can influence a person's behavior and way of thinking to use Shopee PayLater. The results of this study support the research conducted by Gharaibeh *et al.* (2018) if an individual considers the opinions and recommendations of others to have an influence in deciding to use a technological innovation. This study also supports several studies such as Farah *et al.* (2018); Nustini and Fadhillah (2020) which resulted in the same conclusion, namely social influence has a positive influence on the use of an information technology innovation.

According to the GRA model, Life style (GRG = 0.7258) got fourth rank. The results are consistent with the literature. Furthermore, it can be concluded that lifestyle positively and

Table 4. The Grey Relational Coefficients (GRC), Grey Relational Grades(GRG) and ranks

	GRC											GRG	Rank
	N1	N2	N3	N4	N5	N6	N7	N8	N9	N10	N11		
X1	1.00	1.00	0.60	0.50	0.60	0.50	0.60	0.75	1.00	1.00	0.75	0.7545	3
X2	0.60	0.50	0.50	0.75	0.60	0.75	1.00	0.60	0.75	0.50	1.00	0.6864	7
X3	0.38	0.50	0.50	0.75	0.60	0.75	1.00	0.60	0.75	0.50	1.00	0.6659	9
X4	0.50	1.00	1.00	0.75	1.00	0.75	1.00	1.00	1.00	1.00	1.00	0.9091	1
X5	0.60	1.00	1.00	0.50	0.60	0.60	0.60	1.00	0.33	1.00	0.75	0.7258	4
X6	0.38	0.38	0.60	0.38	0.75	0.50	0.50	0.75	0.50	0.50	0.60	0.5295	12
X7	0.75	0.60	0.50	0.60	0.75	0.50	0.75	1.00	0.60	1.00	0.75	0.7091	6
X8	0.50	0.50	0.50	0.43	0.50	0.60	0.50	0.50	0.60	1.00	0.60	0.5662	10
X9	0.75	0.60	0.60	0.60	0.75	0.50	0.43	1.00	1.00	1.00	0.60	0.7117	5
X10	0.38	0.43	0.38	0.38	0.60	0.60	0.60	1.00	0.33	0.50	1.00	0.5624	11
X11	0.60	0.50	0.43	0.43	0.50	0.60	0.60	0.50	0.50	0.50	0.60	0.5234	13
X12	0.43	0.60	0.60	0.60	0.60	0.75	0.60	0.75	1.00	1.00	0.60	0.6844	8
X13	0.60	0.75	0.75	0.43	0.60	0.75	0.60	1.00	1.00	1.00	1.00	0.7708	2

significantly influences the use of Shopee PayLater. In line with the research of Al-Dmour *et al.* (2017) when a person's lifestyle changes, their needs also change, resulting in changes in use or consumption behavior. As with the use of Shopee PayLater as a modern payment feature that users rely on and help users meet their needs in paying transactions more easily. Thus it can be said if someone who uses Shopee PayLater is influenced by lifestyle.

According to the GRA model, Facilitating conditions (GRG = 0.7545) got the fifth rank. The results are consistent with the literature. Facilitating conditions positively and significantly influence interest in using Shopee PayLater services. The facilitating condition factor shows that respondents have knowledge of using Shopee PayLater, the compatibility between the technology used and Shopee PayLater, and the possibility of assistance from other parties when experiencing difficulties in using the Shopee PayLater application. Habit, as one of the factors that explains interest in using the Shopee PayLater application, is shown by several things. Many respondents are addicted to using Shopee PayLater, there is a kind of compulsion always to use Shopee PayLater, and there is even a desire to increase the frequency of using Shopee PayLater. This habit is one of the factors that encourage interest in using the Shopee PayLater application.

According to the GRA model, Performance expectancy (GRG = 0.7091) got the sixth rank. The results are consistent with the literature. The factor of performance expectancy using Shopee PayLater is also a driving force for Shopee users to be interested in using Shopee PayLater, Shopee users are simple, namely whether using Shopee PayLater can increase their productivity and can complete their work faster by using Shopee PayLater. The fulfillment of this expectation becomes an explanation of how performance expectancy affects the interest of Shopee PayLater users.

According to the GRA model, Perceived usefulness (GRG = 0.6864) got the seventh rank. The results are consistent with the literature. The results found that the perceived benefit variable had a positive and significant effect on interest in using Shopee PayLater services. These results indicate that the perceived benefit variable is an important factor in updating payment methods in the e-commerce business. If consumers feel that they have benefited from the payLater payment method, they will be interested in using that payment method. The results of this study support the
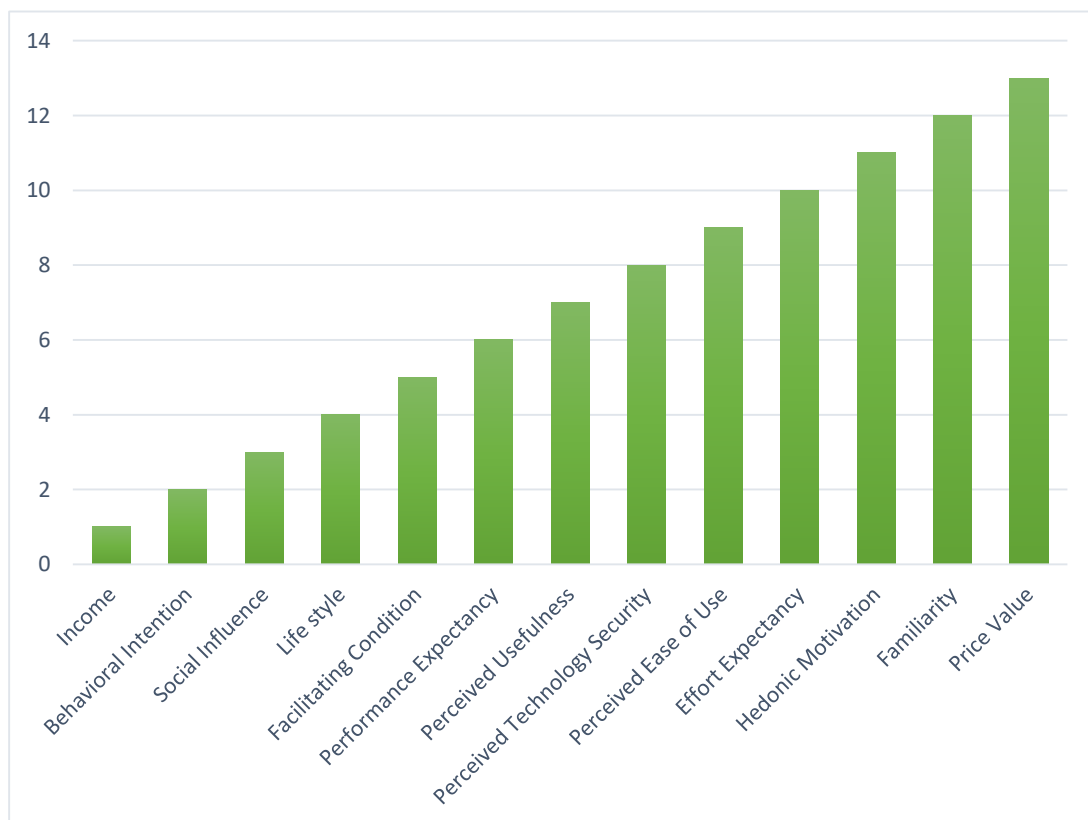

Figure 2. Ranking of the factors influencing Shopee PayLater usage

theory of technology acceptance model (TAM) Davis (1989) and are in line with the results of Sohn (2017) that the perception of individual usefulness affects interest in using e-commerce. Pratama and Suputra (2019) state that perceived benefits positively influence interest in using electronic money as a transaction tool.

According to the GRA model, Perceived Technology Security (GRG = 0.6844) got eighth rank. The results are consistent with the literature. The results show that Perceived Technology Security affects the use of Shopee PayLater in transactions at Shopee. This is in line with research conducted by Nanggala (2020) where the results of the study show that perceived web security affects attitudes towards fintech, then the intention to use fintech. While the research results of Nuriska *et al.* (2018) show that Habits, Facility Conditions, and Price Values significantly affect interest in using Shopee. This result is also supported by the research of Siahaan and Legowo (Siahaan & Legowo, 2019).

According to the GRA model, Perceived Ease (GRG = 0.6659) got the ninth rank. The results are consistent with the literature. It can be concluded that the perception of convenience significantly influences interest in using Shopee PayLater services. The results of the research above are in line with the theory of technology acceptance model (TAM) Davis (1989) as well as the results of study by Joan and Sitinjak (2019) which states that the perception of convenience has a positive and significant influence on interest in using the Go-Pay payment method. Then Romadloniyah and Prayitno (2018) argued that the perception of convenience had a positive and significant effect on customer interest in using E-Money products, and Witami and Suartana (2019) stated that PEOU had a positive and significant effect on intentions to use the blockchain system.

According to the GRA model, Effort Expectancy (GRG = 0.5662) got the tenth rank. The results are consistent with the literature. Effort expectancy affects the use of Shopee PayLater in transactions at Shopee. This is because respondents learned to use the Shopee PayLater application, as well as the interactions they had while using it were clear and understandable.

According to the GRA model, Hedonic motivation (GRG = 0.5624) got the eleventh rank. The results are consistent with the literature. Hedonic motivation positively and significantly affects interest in using Shopee Paylater services. Hedonic motives encourage respondents to use the Shopee PayLater application. This is because they feel joy in using Shopee PayLater, and most importantly, it is also very entertaining for the Shopee Paylater users. These two things encourage Shopee PayLater users to use the Shopee PayLater application.

According to the GRA model, Familiarity (GRG = 0.5295) got the twelfth rank. The results are consistent with the literature. The next factor can be said that familiarity has a positive and significant influence on the use of Shopee PayLater. This proves that the higher the use of Shopee PayLater, the more. The results of this study support several other studies such as the research of Rouibah *et al.* (2016), which states that familiarity has a significant effect on intentions to use online payments, and research by Afshan and Sharif (2016); Wulandari *et al.* (2017) which resulted in the same conclusion.

According to the GRA model, Price value (GRG = 0.5234) got the thirteenth rank. The results are consistent with the literature. The results show that behavioral intention affects the use of Shopee PayLater in transactions at Shopee. This is in line with Oktafani and Sisilia (2020) research, which found that price value had a significant positive effect on behavior intention to use digital wallets.

Based on the results achieved above and inspired by the conceptual framework of Widari *et al.* (2022), it can be concluded that using Shopee PayLater has a significantly positive effect on consumptive behavior, so the hypothesis is accepted. This indicates that the more frequently people use Shopee PayLater, the more frequently they spend. Shopee PayLater is a payment function that provides sufficient financial support, allows payments in installments, and processes are quick and easy. Since the Shopee PayLater service provider has a large funds available and can be used at any time, it has an impact on the user's consumption behavior, because the user can continue to purchase consumer goods on the spot without waiting for sufficient funds, and can pay at a later time. Consumption behavior is excessive consumption without awareness of necessary needs (Lina and Rosyid, 1997), because it is more concerned with the desire and satisfaction of obtaining

satisfaction and comfort. It can be seen that the use of Shopee PayLater can affect consumers' consumption behavior. The results of this study support several other studies such as Kumala and Mutia (2020) and Nustini and Fadhillah (2020), who also concluded that if the use of technological innovations has a positive impact on consumer behaviour. Meanwhile, Akram *et al.* (2018) also argued that the use of credit cards has a positive effect on impulse buying while Sihombing *et al.* (2019) positive affect of the use of installments on students' consumptive behaviour. Thus, it is argued that Shopee PayLater is likely to succeed in Indonesia, especially among young users with limited income but greater desire to buy online.

5. Conclusion

The current study aims to identify and evaluate (rank) different factors that might play an important role in influencing the usage of Shopee PayLater. The results of this study can be concluded that all the factors studied such as income, behavioral intentions, social influences, lifestyle, facilitation conditions, performance expectations, perceived usefulness, perceptions of technology security, perceptions of ease of use, business expectations, hedonic motivation, familiarity, and price value have an effect positive and significant about the use of Shopee PayLater.

In this study, researchers experienced limitations when conducting research, namely, the data collection method only used a questionnaire, so the results of the data were subjective, it would be better to add an interview method so that the research results obtained were more complete. The sample used in this study is also small so it does not represent the description of Shopee PayLater users in Indonesia, so it is possible that different results will be obtained if using a different and larger sample. Further research is recommended to use different populations, samples and methods from this study in order to get better research results. In the future, more advanced techniques like the Grey Ordinal Priority Approach can also be used for the evaluation.

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