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The Effect of Income and Financial Literacy on the Consumptive Behavior of Shopee Paylater Users in Generation Z in Bandar Lampung City

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ABSTRACT

The objective of this research is to examine the influence of income and financial literacy on the consumptive behavior of Shopee Paylater customers from Generation Z in Bandar Lampung City. The study used a quantitative methodology, focusing on the generation Z population residing in the city. The collection of primary data was the dissemination of online questionnaires to a sample of 100 respondents who were both users of Shopee Paylater and within the age range of 18-25 years. "The process of selecting samples is conducted using non-probability sampling techniques, with a particular emphasis on purposive sampling. Data analysis was performed using multiple linear regression models to explain the relationship between independent variables (income and financial literacy) to dependent variables (consumptive behavior). Statistical software such as SPSS 29.0 or Excel is used for data analysis. The tests performed include descriptive analysis, classical assumption tests, t tests, F tests. The level of achievement of respondents shows that variable X1 income is included in criteria neutral with a percentage of 68.45, for variable X2 financial literacy criteria neutral with a percentage of 65.50% and variable consumptive behavior Y criteria neutral with a percentage of 63.04%. The results of the analysis concluded that partially, income (X1) has a positive influence on consumptive behavior (Y). Financial literacy (X2) partially has a positive influence on consumptive behavior (Y). In addition, simultaneously, income and financial literacy have an impact on the consumptive behavior of generation Z Shopee Paylater users in Bandar Lampung City.

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INTRODUCTION

Along with the development of the times, the advancement of digital technology is very rapid so that people in carrying out their activities cannot be separated from technology, the development of technology helps

people meet their needs. One of the technological advances is financial technology, which facilitates community activities in conducting online or non-cash transactions. One platform that has a popular financial technology innovation today is Shopee with a pay-later service, Shopee Paylater, which allows customers to make purchases now and pay later for a period of one month or in installments for a predetermined time. Shopee is an e-commerce service provider for sellers and buyers to transact various products needed by people in Indonesia (Julia and Gultom, 2023). The Paylater facility has changed the way consumers make purchases and pay for products or services.

The Populix 2023 report from databok shows that the most popular paylater service in Indonesia is Shopee Paylater. It was recorded that 89% of respondents used the shopee Paylater application compared to other Paylater in 2023. According to the age of respondents, most are filled with the age group of 17-25 years, namely generation Z. The survival of civilization is greatly influenced by this technical progress. With the advent of electronic payment instruments, people will become more consumptive and shopping without money will become an impulsive shopping behavior (Raharjo Jati, 2015).

According to (Financial Services Authority, 2023) that when you owe or use Paylater, you must have financial capabilities and timely payments, then Paylater can be used for productive debt. Based on information from *tirto.id* (2023) Regarding default, the proportion of generation Z who use Paylater services has defaulted higher than the other two generations. Generation Z ranks first with a default percentage of 26.5%, second place generation X 19.72% and third place Millennial Generation 19.49%.

Generation Z must prioritize the application of financial literacy because they are very close to technological advances that have a significant impact on their lifestyle. Financial literacy, as defined by Mason and Wilson, refers to an individual's capacity to acquire, understand, and assess pertinent information in order to make choices that have financial implications. Individuals with a strong understanding of financial matters show more prudence in managing their finances and have better adaptability in making purchasing decisions (Rahmawati and Mirati t.t.).

Income is the amount of income received by a person in a certain period (Sukirno, 2006). Revenue is a determining factor in individual choices in using the Shopee Paylater payment function in making purchases. This is because customers will consider their responsibility to fulfill payments or installments until they are paid off (Asja, Susanti, and

Fauzi, 2021). The greater the income, the higher the ability to finance a business (Yunita and Iskandar AA, 2023).

Based on the description above, the researcher wants to conduct research entitled "The Effect of Income and Financial Literacy on the Consumptive Behavior of Generation Z Shopee Paylater". Z in Bandar Lampung City. The purpose of the study was to determine whether income variables affect consumptive behavior, whether financial literacy variables have an impact on consumptive behavior, and what is the collective impact of income variables and financial literacy on consumptive behavior.

RESEARCH METHODE

This research is quantitative, which means examining a specific population or sample. Generation Z who use Shopee Paylater in Bandar Lampung City is the subject of this research. These individuals are between the ages of 18 to 25, have a decent income, and have previously used Shopee Paylater to shop. Since the population size is unknown or infinite, one hundred research samples were taken using Lemeshow's formula. The primary data for this research came from the questionnaire of generation Z Shopee Paylater users which was disseminated through social media in Bandar Lampung City.

With purposive sampling techniques, non-probability sampling is used to achieve a specific goal. Researchers select participants based on certain attributes that are considered relevant to the research objectives (Creswell, 2013). Furthermore, the research instrument was tested for reliability and validity with 30 people who answered (Ghozali, 2016). After the test is completed, it is then distributed to 100 more people. Multiple linear regression models are further applied to the data to explain the correlation and influence of the independent variable on the dependent variable. For data analysis, statistical programs including SPSS 29.0 and Excel are used. Descriptive analysis, classical assumption test, hypothesis test, T test, and F test will be performed.

RESULT AND DISCUSSION

Validity Test

"Validity tests are used to assess the extent to which a questionnaire is considered valid or invalid" (Ghozali, 2009). This research used SPSS Statistics 29 for its analysis. The results of the validity test (X1), (X2), and (Y) are proven by the calculated r value exceeding the r value of the table and the significance level is below 0.05 or < 0.05 .

Table 1.
Validity Test Result X1

Statement	r count	r table	Description
X1.1	0,575	0,374	Valid
X1.2	0,572		
X1.3	0,597		
X1.4	0,605		
X1.5	0,571		
X1.6	0,698		
X1.7	0,551		
X1.8	0,619		
X1.9	0,539		
X1.10	0,592		

Source: Processed Data 2024

Table 2.
Validity Test Result X2

Statement	r count	r table	Description
X2.1	0,575	0,374	Valid
X2.2	0,572		
X2.3	0,597		
X2.4	0,605		
X2.5	0,571		
X2.6	0,698		
X2.7	0,551		
X2.8	0,619		
X2.9	0,539		
X2.10	0,592		

Source: Processed Data 2024

Table 3.
Validity Test Result Y

Statement	r count	r table	Description
Y1.1	0,545	0,374	Valid
Y1.2	0,794		
Y1.3	0,791		
Y1.4	0,697		
Y1.5	0,828		
Y1.6	0,817		
Y1.7	0,636		

Statement	r count	r table	Description
Y1.8	0,623		
Y1.9	0,676		
Y1.10	0,633		

Source: Processed Data 2024

Reliability Test

"The test result is considered significant, meaning that the statement is considered reliable if the Cronbach Alpha coefficient of each item is more than 0.70" (Pallant, 2016). The following test results show that this questionnaire is reliable if the N coefficient of each item is more than 0.70.

Table 4.
Reliability Test Results

Variabel	Crounbach Alpha	Criteria	Description
X ₁	0,789	0,70	Reliabel
X ₂	0,832		
Y	0,886		

Source: Processed Data 2024

Descriptive Analysis

The results of respondent data on the X1 variable of income that 9 people (9%) stated income was in the category of strongly agree, 37 people (37%) stated in the category of agree, 43 people (43%) stated the neutral category, 11 people (11%) stated the category of no and no one stated the category strongly disagree. Based on these results, the average shows a figure of 68.22%, which means that the overall level of achievement of respondents is included in the neutral category.

The results of respondent data on the X2 variable of financial literacy that 8 people (8%) stated income was in the category of strongly agree, 30 people (30%) stated in the category of agree, 57 people (57%) stated the neutral category, 11 people (11%) stated the category of disagree and no one stated the category strongly disagree. Based on these results, the average shows a figure of 67.24%, which means that the overall level of achievement of respondents is included in the neutral category.

The results of respondent data on variable Y financial literacy that 9 people (9%) stated income was in the category of strongly agree, 33 people (33%) stated in the category of agree, 33 people (33%) stated the neutral category, 14 people (14%) stated the category of disagree and 11 people (11%) stated the category strongly disagree. Based on these results, the average shows

a figure of 63.04%, which means that the overall level of achievement of respondents is included in the neutral category.

Classical Assumption

Test Normality

Test In this study using the Kolmogorov-Smirnov test with a sig level of more than 0.05 which means the data is normally distributed. The table below illustrates the Asymp value. Sig. of 0.130 > 0.05, indicating normally distributed data.

Table 5.
Normality Test Results.

		Unstandi zed Residual	
N		100	
Normal Parameters ^{a, b}	Mean	.0000000	
	Std. Deviation	8.33858091	
Most Extreme Differences	Absolute	.079	
	Positive	.065	
	Negative	-.079	
Test Statistic		.079	
Asymp. Sig. (2-tailed) ^c		.130	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.129	
	99% Confidence Interval	Lower Bound	.121
		Upper Bound	.138

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data 2024

Multicollinearity Test

There are no symptoms of multicollinearity if the Tolerance value > 0.100 and the VIF value < 10.00.

Tabel 6.
Multicollinearity Test Result

Variabel	Tolerance	VIF	Description
X ₁	0,367	2,273	No symptoms of multicollinearity occur
X ₂	0,367	2,273	

Source: Processed Data 2024

Heteroscedacity Test

The heteroscedacity test in this research was tested using SPSS 29 with the Glejser Method. The following test results state that all items each Sig value is more than 0.05 so that heterokedacity symptoms do not occur.

Table 7.
Heteroscedacity Test Results.

Variabel	Sig	Syarat Sig	Keterangan
X ₁	0,471	0,05	No Heteroscedacity
X ₂	0,199		

Source: Processed Data 2024

Auto Correlation Test

Table 8.
Durbin-Watson value

Durbin-Watson
2.153

Source: Processed Data 2024

"Washington's Durbin value between du and (4-du) does not indicate any autocorrelation", according to Imam Ghozali (2011; 111). Based on the Durbin-Waston test, we find du Durbin Waston table values for k (2) and N (100) with a significance of 5%. Results showed that du (1,715) was smaller than Durbin Waston (2,153) and 4-du (2,285). Therefore, the autocorrelation symptom does not exist.

Multiple Linear Regression Analysis

This test aims to measure the correlation between variables and ensure the impact between variables. The data further presents the results of several linear analysis tests using SPSS 29. Table 7. Multiple Linear Regression Analysis Test Results.

Table 9.
Multiple Linear Regression Analysis Test Results.

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-10.428	4.251	
	Income	.765	.189	.473
	Financial Literacy	.469	.194	.281

Source: Processed Data 2024

The regression equation is generated based on the data presented in Table 6:

$$Y = -10.428 + 0.765X_1 + 0.469X_2$$

Information:

1. With a constant value of -10.428, the variable of consumptive behavior is -10.428 if the variable of financial literacy of the income variable is 0.
2. A positive regression coefficient of 0.765 for the income variable X1 indicates that an increase in income would lead to an increase of 0.765 in the consumptive behavior variable.
3. The positive regression value for the financial literacy variable X2 was 0.469. This shows that for every one unit increase in the financial literacy variable, the consumptive behavior variable increases by 0.469.

Test the coefficient of determination.

Table 8.
Test Results of the Coefficient of Determination

Model Summary^b			
Model	R	R Square	Adjusted R Square
1	.718 ^a	.515	.505

Source: Processed Data 2024

The table shows 0.505 for Adjusted R Square. This shows that (X1) and (X2) affect (Y) by 50.5%, the remaining 49.5% is influenced by other factors.

Test the hypothesis.

Test T

This test is used to see the impact of one independent variable on the dependent variable.

Table 9.
Test result t (partial)

Model	t	Say.
(Constant)	-2.453	.016
Revenue	4.056	< .001
Financial Literacy	2.412	.018

Source: Processed Data 2024

Based on the results of the table above, researchers know the following analysis:

1. The significance value of the income variable is 0.00. In addition, the value of t count 4.056 > t table 1.988. Therefore, it can be said that (H₀) is rejected and (H_a) is accepted. This shows if H₁ has a positive impact on variable Y, as influenced by variable X1.
2. The financial literacy variable has a sign value of 0.018. In addition, the calculated t value is 2.412, > 1.988 in the t table. Therefore, it can be declared (H₀) rejected and (H_a) accepted. This shows that there is a

positive impact of variable X2 on variable Y, supporting the hypothesis of H2.

F Test

This research includes an f test with a sig level of 0.05. If the sig value < 0.05 then the independent variable (X) has a simultaneous impact on the dependent variable (Y) (Imam Ghozali, 2011: 101).

Table 10.
F Test Results

F	Sig
51,526	0.001b

Source: Processed Data 2024

The F value of the table is calculated using the formula $f_{table} = (k; n-k)$, the value of n is the number of participants and k is the number of independent variables. The f value of the table used is 3.09 because $f_{table} = (2; 100-2) = (2; 98)$, but the estimated f value of 51.526 is greater. Thus (X1) and (X2) simultaneously positively impact (Y).

Discussion

According to this research, the effect of income on the consumptive behavior of Shopee Paylater customers is confirmed by accepting the H1 hypothesis. This is supported by the findings of the partial t test which shows that the calculated value is $4.056 > t_{table}$ is 1.988. This research is in line with the findings (Agata & Ari, 2022) which show that a person's purchasing power is positively influenced by high income, causing consumptive behavior to increase. According to research conducted by Asja et al. in 2021, income has an important role in influencing individuals' choices in utilizing Shopee Paylater in making purchases. This is because individuals take into account their ability to fulfill payment obligations and complete installments until they are paid off (Asja et al. 2021). Therefore, income is a factor to influence the consumptive behavior of generation z, income will encourage the ability to purchase using Shopee Paylater.

Research findings show that financial literacy has a significant influence on (Y) in Generation Z. This is supported by the acceptance of the H2 hypothesis with a positive direction as evidenced by the results of the t test. The calculated t value is $2.412 > t_{table}$ is 1.988. As financial knowledge increases, consumptive behavior increases. This research contradicts the findings of previous research (Rahmawati and Mirati, 2022). which states that increased financial literacy will lead to lower consumer behavior. This can be interpreted as generation Z having equal opportunities to behave consumptively, regardless of whether they have sufficient knowledge about

finance or not. The more financial knowledge a person has does not necessarily have an impact on their consumptive behavior (Susanti and Saputro, 2020).

Test F examines how income and financial literacy affect Shopee Paylater's consumptive behavior, based on research. The estimated F value of the table of 51.526 exceeds the F value of the table of 3.09. Thus, income and financial literacy influence consumer behavior simultaneously. This means that consumptive behavior does not stand alone but is collaborated with income variables and financial literacy.

CONCLUSION

Income has a significant influence on consumptive behavior. From this it can be concluded that there is a correlation between income level and consumptive behavior in generation Z Shopee Paylater users. As income increases, their consumptive behavioral activity also tends to increase.

Consumptive behavior is influenced by financial literacy. From this it can be concluded that along with the increasing financial literacy of generation Z, the consumptive behavior of Shopee Paylater customers is also increasing, which shows that everyone has the same opportunity to carry out consumptive activities.

The consumptive behavior of generation Z Shopee Paylater users is influenced by their income and Financial Literacy. This shows that inadequate money management can lead to an increasing trend of excessive consumption among Generation Z. Although generation Z already has financial knowledge, if followed by shopping hobbies, it still affects consumptive behavior.

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