The Effect Of Benefit Perception And Financial Literacy With Consumer Satisfaction As A Mediating Variable On Interest In Using Payment Systems Shopee Paylater

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Keywords:

perception of benefits, financial literacy, consumer satisfaction, interest in using Shopee PayLater fintech.

Abstract

Advances in technology have made many aspects of life easier, including in terms of payment systems and financial services. Paylater is one of the financial services offered by several e-commerce companies and has similarities with the banking credit system. The objectives of this study were (1) to examine the effect of perception of benefits on the interest in using Shopee PayLater payment methods; (2) to examine the effect of financial literacy on the interest in using Shopee PayLater payment methods; (3) to examine the effect of perception of benefits on Shopee PayLater consumer satisfaction; (4) to examine the effect of financial literacy on Shopee PayLater consumer satisfaction; (5) to examine the effect of consumer satisfaction on Shopee PayLater usage interest; (6) to examine consumer satisfaction mediate the effect of perception of benefits on interest in using Shopee PayLater; and (7) to examine financial literacy mediate the effect of perception of benefits on interest in using Shopee PayLater. This type of research used quantitative with a population of 3,117 students of the Faculty of economics class of 2023/2024, while the sample required 97 respondents, and the sampling technique used purposive sampling. The results showed that (1) perception of benefits has a significant positive effect on interest in using Shopee PayLater; (2) financial literacy has a significant positive effect on interest in using Shopee PayLater; (3) perception of benefits has a significant positive effect on consumer satisfaction Shopee PayLater; (4) financial literacy has a significant positive effect on consumer satisfaction Shopee PayLater; (5) consumer satisfaction has a significant positive effect on interest in using Shopee PayLater; (6) consumer satisfaction can mediate the perception of benefits to the interest in using Shopee PayLater; and (7) consumer satisfaction can mediate financial literacy to the interest in using Shopee PayLater.

INTRODUCTION

Technological advances have made many aspects of life easier, including in terms of payment systems and financial services. Various payment systems and financial service products in the current digital era have emerged that significantly make it easier for people to shop (Prastiwi & Fitria, 2021). Today's payment system no longer relies exclusively on banking credit cards, although credit cards remain. The increasingly widespread presence of financial technology (fintech) has also played an important role in this (Saragih & Lestari, 2022).

According to the Financial Services Authority (OJK), fintech is an innovation in the financial services industry that utilizes technology (Salvasani & Kholil, 2020). Fintech is defined as the integration between financial services and technology that transforms business models from conventional ways that require in-person payments with cash to remote transactions that can be

completed in minutes or even seconds (Kusuma & Asmoro, 2020). Fintech was first introduced in Indonesia in 2015, along with the establishment of the Indonesian Fintech Association (AFI), with the aim of encouraging financial inclusion through digital platforms and competing with other countries that have been more advanced in digital financial services (Stifani & Rafinda, 2023).

More than 146 fintechs have been registered and supervised by the Financial Services Authority (Irawansah et al., 2021), showing that Indonesia is active in utilizing technological developments, especially in the financial sector, to facilitate people's transactions (Basalamah et al., 2022). In addition to its advantages, fintech also has several disadvantages such as being vulnerable to fraud, identity theft, phishing attacks, security or privacy factors and unauthorized transactions. The emergence of the latest payment product, namely the Shopee PayLater feature, began with its launch by Gojek and Traveloka in 2018 (Saragih & Lestari, 2021). Furthermore, Ovo and Shopee introduced their PayLater feature in 2019 (Awdes & Surya, 2022).

PayLater is a financial service offered by several e-commerce companies and has similarities with the banking credit system (Prastiwi & Fitria, 2021). This service allows payments to be made after purchase, known as "Buy Now PayLater" (Khairunnisa et al., 2022). Payments can be made in installments with a certain tenor without the need for a credit card, aiming to make it easier for users to meet their various life needs (Saragih & Lestari, 2021).
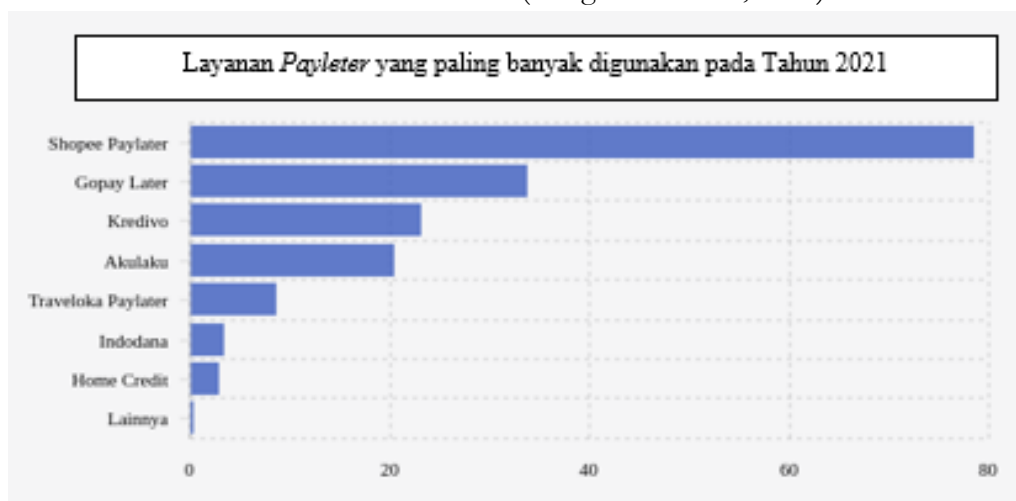

Figure 1.1 The most used Paylater services in 2021
Source: Databoks, 2022

According to a survey by DailySocial (2021), Shopee PayLater became the most popular PayLater service throughout 2021, with a usage percentage of 78.4%. Gopay Later ranks second, used by 33.8% of respondents, followed by Kredivo with 23.2% of users. Akulaku services attracted 20.4% of respondents, while Traveloka PayLater was used by 8.6% of consumers. Indodana and Home Credit services are used by 3.3% and 2.8% of consumers, respectively. The remaining 0.4% of consumers take advantage of the PayLater feature from other services.

The PayLater feature has improved the practicality of online transaction systems by simplifying requirements, registration processes, and relatively fast activation, making it a superior payment method compared to banks. Along with the spread of e-commerce, people are increasingly driven to meet their various needs and desires, which are often difficult for some people to meet in cash. Therefore, several e-commerce companies in Indonesia now offer PayLater

services as an option for installment payments, including the Shopee application (DailySocial, 2021).

Shopee PayLater implements a peer-to-peer lending system, which is a digital platform that connects lenders with borrowers via the internet (Putri & Miru, 2020). The platform provides a credit mechanism, which supports lenders and borrowers in meeting their needs and optimizing the use of funds (Ansori, 2019). As a service that operates under the auspices of PT. Lentera Dana Nusantara and registered and supervised by the Financial Services Authority (OJK), Shopee PayLater offers instant fund loans with very low interest.

This loan can only be used for product purchases at Shopee with installment options ranging from 1 month to 6 months. For 1-month installments, Shopee PayLater sets an interest rate of 0%, while for 2 and 3-month installments, a transaction fee of 2.95% is charged. In addition, consumers can make payments before the bill is issued, provided the order is complete. Given the importance of user interest in PayLater services, marketing managers need to understand various factors that affect user interest, such as perception of benefits, financial literacy, and other factors (Asja et al., 2021).

According to Calvin and Tyra (2022), the first factor that affects interest in using Shopee features is the benefits offered. Shopee PayLater provides a practical alternative, considering that users no longer need to obtain a payment code or account number to complete transactions (Elysia & Achmad, 2023). In addition, the installment feature available in this payment method provides an efficient solution for people to purchase goods and services without having to prepare cash in advance (Rahmi et al., 2023). However, there is a serious threat if you do not make payments on time.

The second factor that affects interest in using Shopee PayLater is financial literacy. Financial Literacy is knowledge, skills, and beliefs that influence attitudes and behaviors to improve the quality of decision-making and financial management to achieve people's financial welfare (OJK, 2024). Knowledge of financial literacy is needed in making an economic decision, especially related to finance. This is related to the interest in using Shopee PayLater, because every expense or transaction made using Shopee PayLater has been planned or budgeted in advance so as not to be consumptive in online shopping (Rahmawati & Mirati 2022).

Individuals who have good financial literacy, will be able to see money from a different perspective and will have control over their financial condition. The individual will understand how to manage income and expenses to ensure their survival in the future (Kartini and Mashudi, 2022). Data from the Organization for Economic Cooperation and Development (OECD) in 2023 shows that Indonesia's financial literacy score (57) is still below the world average (60). The OJK survey in 2022 also shows that the average level of financial literacy in Indonesian society currently only reaches 49.68%. This data further shows that the knowledge, skills, and attitudes of the Indonesian people on how to manage finances still need to be improved. Lack of financial literacy can lead to poor financial decisions, such as getting stuck in debt.

The third factor that affects interest in using the Shopee PayLater payment system is consumer satisfaction (Sihombing et al., 2024). Satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product or service to their expectations (Budiono, 2021). By being able to facilitate activities, especially in transactions, it will create a feeling of satisfaction where what is expected is in accordance with what is obtained (Septianti & Frastuti, 2019). Simplifying every activity by not reducing the quality of the service

plus offers in the form of promos makes sophistication in the fintech field can provide satisfaction to consumers (Hamdi et al., 2024).

Satisfied consumers can increase interest in use. This interest is a 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 voluntarily. The perception of high benefits regarding the ease of transactions and financial benefits obtained from Shopee PayLater will increase users' interest in utilizing the system. The perception of high benefits is also an attraction for consumers to use fintech, regardless of the risks. However, the use of Shopee PayLater must also be balanced with better financial literacy.

In addition, consumer satisfaction, which is influenced by how good their experience is in using Shopee PayLater, is an important mediating factor, strengthening the relationship between these factors and interest in using the payment system. In other words, the more satisfied consumers are with the services provided, the more likely they are to feel positive about the benefits and the more they feel the importance of financial literacy to their interest in using Shopee PayLater. The increase in the use of PayLater in Indonesia is generally due to various needs, getting discounts, and taking advantage of short installment tenors with an easy application process (Hardhika, 2021). With the Shopee PayLater feature, many people have taken advantage of it.

Research conducted by Budiastuti (2020) The results of this study Perceived ease of use, trust attitude towards using has a positive and significant influence on the interest in using e-commerce-based accounting information systems on the Shopee application. The results on the perceived usefulness and risk system showed that the two systems did not have a significant influence on the interest of users of the e-commerce-based accounting information system use system on the Shopee application.

Fintech is a need for society today because it provides a lot of convenience. As explained by previous studies, the factors that affect individuals in using fintech such as benefits and so on. The benefits provided encourage people to use it. If a fintech product is able to meet the expectations of users, then they will be satisfied with the product. This research was conducted to discuss user interest in using fintech by involving several variables in previous research so that it becomes a new research. Thus, the discussion about the use of fintech becomes more complex.

Based on the description above, a study will be conducted with the title "The Influence of Perception of Benefits and Financial Literacy with Satisfaction.

METHODS
Types of Research

This research is a quantitative study designed to test the hypotheses that have been established. The purpose of this study is to explain the relationship between variables through testing the hypotheses that have been formulated. The design of this study can be seen in figure 3.1.

The effect of perception of benefits and financial literacy on interest in using the Shopee PayLater payment system mediated by consumer satisfaction

Background

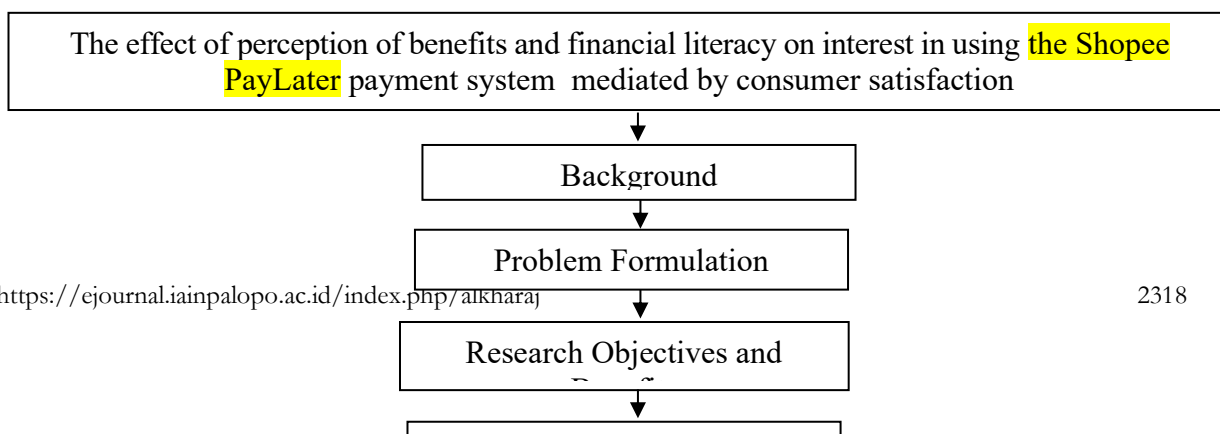Problem Formulation

Research Objectives and

Figure 3.1 Research Design

Based on the image, it explains the design of the research that aims to analyze the influence of the perception of benefits and financial literacy on the interest in using the Shopee PayLater payment system mediated by consumer satisfaction. This design starts from the background and formulation of the problem, followed by the objectives and benefits of research and theoretical studies. Furthermore, the study used the SEM PLS (*Structural Equation Modeling - Partial Least Squares*) method, with analysis stages that included testing convergent validity, discriminant validity, and reliability, as well as determination coefficient (R^2) and hypothesis test. The results of this study are then discussed, and concluded by providing suggestions based on existing findings.

Population and research sample

Research Population

Sugiyono (2019) explained that population is an area that generally consists of objects or subjects that have such characteristics and qualities that have been determined by the researcher to be analyzed and later a conclusion can be drawn. The population of this study is 3,117 undergraduate students of the Faculty of Economics, Ganesha University of Education in the 2023/2024 academic year.

Research Sample

Samples are part of the population that is expected to be able to represent the population in the study (Sugiyono, 2019). To determine the sample, this study uses *the purposive sampling* technique, which is a sampling technique based on certain considerations (Sugiyono, 2019). Some of the considerations used to determine the research sample include:

1. Students of the Faculty of Economics class of 2023/2024
2. Shopee *e-commerce* users

3. Have used Shopee PayLater at least once.

The calculation of the number of samples uses the Slovin formula, which is as follows:

$$n = \frac{N}{1+Ne^2}\text{score}\ \frac{3.117}{1+3.117(10\%)^2} = 96.89$$

Based on the results of the calculation, a minimum of 97 students were obtained who would be respondents to the research.

Research time

This research was carried out from August 2024 until it was completed, from the preparation of the initial research proposal to the implementation of the research. The location chosen for this study is the Faculty of Economics, Ganesha University of Education. The researcher chose this location because considering that students are generation Z who of course follow existing technological developments. In addition, students of the Faculty of Economics have studied economics and of course will take into account various aspects to take interest in using PayLater as a means of transactions.

Research procedure

This research will involve the use of questionnaires as one of the data collection methods. The questionnaire will be distributed after getting approval from the supervisor and taking the proposal exam. The input and suggestions obtained from the proposal exam will be used to refine the research design. Thus, questionnaires can be used as a more effective tool in data collection.

Research variables

This study uses 3 (three) types of variables, namely dependent variables, independent variables, and mediating variables. Dependent variables or so-called bound variables are variables whose values are influenced by independent variables. The bound variable in this study is the interest of use. Independent variables or also called independent variables are variables that cause the occurrence/effect of bound variables. The free variables in this study are benefit perception and financial literacy. Then the mediating or *intervening* variable is an intermediate variable located between independent and dependent variables, so that independent variables do not directly affect the change or emergence of dependent variables. The mediating variable in this study is consumer satisfaction.

Variable operational definition is a definition given to a variable by giving meaning or specifying activities, then the following operational definition is proposed.

1. Perceived Benefits (x1)

The perception of benefits is the extent to which people or users believe that the technology is very useful to improve their performance (Khoiriyah et al., 2023). Indicators of benefit perception are as follows (Khoiriyah et al., 2023):

    a. Faster payment transaction process

    b. Effective work

    c. Increase productivity

2. Financial Literacy (X2)

Financial literacy is an understanding of personal financial knowledge as well as education and the use of finance, which means the application of personal financial management (Kartini and Mashudi, 2022). Financial literacy indicators (Kartini and Mashudi, 2022), as follows:

    a. Knowledge of financial concepts

    b. Ability to communicate about financial concepts

    c. Ability to manage personal finances

    d. Financial decision-making ability

    e. Confidence makes future financial planning

3. Usage Interest (Y)

Interest is something that arises after receiving a stimulus from the product he sees, then there is an interest in trying the product and finally the desire to buy and be able to own the product (Sati & Ramaditya, 2020). The indicators of interest in use (Sati & Ramadita, 2020) are:

    a. Interest in objects of interest

    b. Feeling good

    c. Propensity to use

4. Consumer Satisfaction (Z)

Indrasari (2019) explained that consumer satisfaction is the level of feeling after comparing what he receives and his expectations. The indicators of consumer satisfaction (Indrasari, 2019) include:

    a. Expectations fit

    b. Interest in returning

    c. Willingness to recommend

Data collection techniques

This research method uses a questionnaire method. This questionnaire contains written questions about the research that was raised and then answered by the respondents in the hope that the answers can help complete the research conducted. The distribution of questionnaires is carried out in several ways such as using *google forms*. The questionnaire distributed is a questionnaire that uses *Likert scale measurements.*

Research Instruments

Research instruments are tools used to collect or obtain data in a research. This study uses questionnaires as research instruments and Likert scale as the measurement technique. The *Likert scale* variable to be measured is described as a variable indicator. A score of 1-5 will be given for each question or statement to be given. The following are the details of the *likert* scale : Strongly Disagree (STS) point 1, Disagree (TS) point 2, Disagree (KS) point 3, Agree (S) point 4, and Agree (SS) point 5. The questionnaire will contain 3 parts, namely:

1. Part 1: where part 1 contains an introduction, a request for cooperation to fill out the questionnaire, and an explanation of the purpose of the questionnaire that is distributed.

2. Part 2: contains the respondent's personal data which will later be used as proof that the respondent has met the prerequisites to become a research respondent. This section can be in the form of name, gender, position, age, and agency name.

3. Part 3: contains some questions that the respondents must answer. The questions were adjusted to the research variables and indicators that had been determined.

Table 3.1 Research Instruments

Yes	Variable	Indicators	Scale	Source
1	Perception of Benefits	• Faster payment transaction process • Effective work • Increase productivity	*Likert*	Khoiriyah et al (2023)
2	Financial Literacy	• Knowledge of financial concepts • Ability to communicate about financial concepts • Ability to manage personal finances • Financial decision-making ability • Confidence makes future financial planning	*Likert*	Kartini and Mashudi (2022)
3	Usage Interest	• Interest in the object of interest • Feeling good • Propensity to use	*Likert*	Sati & Ramadita (2020)
4	Consumer satisfaction	• Expectations fit • Interest in returning • Willingness to recommend	*Likert*	Indrasari (2019)

Data Analysis

The analysis technique used is *Structural Equation Modeling* with *Partial Least Square* (SEM-PLS), which is a *component based predictive* model with *a variance based* or *component based approach.*

Descriptive Analysis

Descriptive analysis is used to describe the characteristics of data from the sample in the form of proportions, *means*, modes, medians, percentiles, *quartiles* that can be presented in tables, graphs or diagrams. Descriptive statistics are empirical descriptions of the data collected, divided into several types, namely (Munandar, 2022):

1. The frequency distribution describes the respondents' answers to the various variable indicators studied.
2. Statistical averages describe the average of a variable studied in a particular group of respondents.
3. Index number An overview of the degree of respondents' perception of the variables to be studied.

Inferential Analysis

The measurement model or *outer model* is evaluated with *convergent* and *discriminant validity, composite reliability* for *block* indicators, structural model or *inner model* is evaluated by looking at *the percentage of variance* described, namely by looking at the value of R (*R Square*) for dependent latent

constructs, as well as looking at the magnitude of the structural path coefficient. The stability of this estimate was evaluated using a statistical t-test obtained through *the bootstrapping* procedure (Ghozali & Latan, 2020).

1. **Evaluation of Measurement Models (*Outer Model*)**

   The evaluation of the measurement model consists of three stages, namely the convergent validity test, the discriminant validity test, and the composite reliability test.

   a. Convergent Validity *Test*

   Validity testing for reflective can be done using the correlation between the score and its construct score. Reflective measurement shows that there is a change in the pattern in a construct if the same construct changes. A correlation can be said to meet the convergence validity if it has a loading value greater than 0.7. *The output* showed that the *loading factor* gave a value above the suggested value of 0.7 so that the one used in this study had met *convergent validity* (Hair *et al.*, 2021).

   b. Discriminant Validity *Test*

   In reflective, it is necessary to test *discriminant validity* by comparing the values on the *cross loading* table. If the correlation of constructs with measurement indicators is greater than that of other construct sizes, then this suggests that latent constructs predict the size of their blocks better than other block sizes (Ghozali & Latan, 2020).

   Another form method to assess discriminant validity is to compare the *Square Root of Average Variance Extracted* (AVE) value of each construct with the correlation between the construct and the other construct with the model. If the square root value of AVE of each construct is greater than the correlation value between the construct and the other constructs in the model, then it is said to have *a good discriminant validity* value . It is highly recommended if the AVE > 0.5 (Ghozali & Latan, 2020).

   c. Composite reliability *test*

   A latent variable can be said to have good reliability if the *componate reliability* value is greater than 0.7 and *the Cronbach Alpha* value is greater than 0.7 (Hair *et al.*, 2021).

2. **Evaluation of Structural Models (*Inner Model*)**

   The structural model *(inner model)* is a structural model to predict the causality relationship between latent variables, through the process of bootstrapping, t-statistical test parameters are obtained to predict the existence of causal relationships.

   The structural model *(inner model)* is evaluated by looking at the percentage, *variance* described by the value of R^2 for the dependent variable using the *Stone-Geisser Q-square Test* and also looking at the magnitude of the coefficient of the structural path (Ghozali, 2020). The structural models tested in this study are:

   a. Coefficient of determination (R^2)

   The coefficient of determination (R^2) is a way to assess how much an endogenous construct can be explained by an exogenous construct. The value of the determination coefficient (R^2) is expected to be between 0 and 1. R^2 values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak (Ghozali, 2020).

   b. *Cross Validated Redundancy* (Q2)

   Cross-validated redundancy (Q2) or Q-square test is used to assess *predictive relevance*. A value of Q2 > 0 indicates that the model has an accurate *predictive relevance* to a particular

construct while a value of Q2 < 0 indicates that the model lacks predictive relevance (Ghozali & Latan, 2020).

c. *Goodness of Fit Index* (GoF)

The *Goodness of Fit Index* (GoF) model discusses the Index to evaluate measurement models and structural models. GoF is calculated based on the mean of the square root of the AVE value and the average of the value R. The value of Gof is said to be small if the value is equal to 0.1. Medium GoF is equal to 0.25 and large Gof is equal to 0.38 (Ghozali & Latan, 2020).

Hypothesis Test

The significance test in the SEM model with PLS aims to determine the influence of exogenous variables on endogenous variables. Hypothesis testing with the SEM PLS method was carried out by conducting a bootstrapping process with the help of a smart PLS computer program so that the relationship between the influence of exogenous variables on endogenous variables was obtained (Ghozali & Latan, 2020).

Hypothesis testing was carried out by comparing the statistical t-value with the t-value of the table. If the statistical t-value is greater than the table t-value, then there is a significant influence between one variable on other variables and vice versa if the statistical value of 1 is smaller than the table t-value, then there is no significant influence (Ghozali & Latan, 2020).

Evaluation of Indirect Influences

The examination of the effect of mediation aims to determine the intervention of the mediating variable, whether the mediating variable is proven *to be fully mediated* or partially *mediated* or not as a mediating variable. Examination of the mediası model (Hair *et al.*, 2021), namely:

1. Examine the direct influence of independent variables on dependent variables in the model by involving the median variable (effect A).
2. Examining the influence of independent variables on dependent variables in the model without involving a mediating variable (effect B)
3. Examining the influence of independent variables on the mediating variables (C effect)
4. Examine the influence of the mediating variable on the dependent variable (effect D).

The mediation effect test was carried out to determine the position of the mediation variables in the research model. In addition, to find out the nature of the relationship between variables, either as a complete *mediation* variable, or as partial *mediation*, or not at all as a mediation variable (Hair, *et al.*, 2021).

Many PLS pathway models include mediating effects but are often not explicitly hypothesized and tested. Only when mediation is possible theoretically considered and also empirically tested is it possible to fully and accurately understand the nature of the cause-effect relationship. Again, theory has always been the basis of empirical analysis, including mediation (Hair *et al.*, 2021). The method of testing the mediation variables used is using the criteria of Hair *et al.*, (2021) as shown in Figure 3.2.
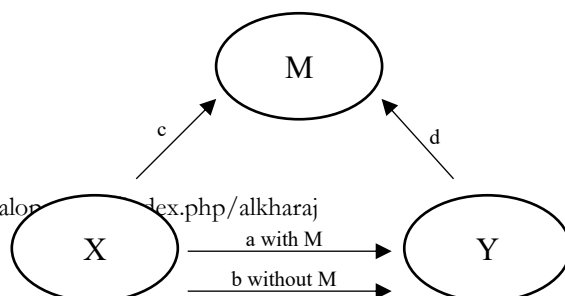
Figure 3.2 Mediation Testing

RESULTS AND DISCUSSION

Descriptive Analysis

Respondent Characteristics

1. **Characteristics of respondents by gender**

   The characteristics of respondents by gender can be seen in table 4.1.

   Table 4. 1 Characteristics of Respondents by Gender

Gender	Sum	Percentage (%)
Man	44	45%
Woman	53	55%
Total	97	100%

   Source: Data processed (2025)

   Based on table 4.1, it can be seen that the majority of respondents in this study are female as many as 53 (55%) respondents. As for the male gender, 44 respondents (45%) are less than women.

2. **Characteristics of respondents by study major**

   The characteristics of the respondents based on the respondent's study major can be seen in table 4.2.

   Table 4. 2 Characteristics of Respondents Based on Education

Education	Sum	Percentage (%)
Accounting (S1)	17	18%
Economics Education (S1)	8	8%
Management (S1)	30	31%
Public Sector Accounting (D4)	15	15%
Hospitality Management (D4)	27	28%

   Source: Data processed (2025)

Based on table 4.2, it can be seen that the majority of respondents in this study are majors in Management studies (S1) as many as 30 (31%) respondents. Furthermore, the least respondents in this study majored in Economics Education as many as 8 (8%) respondents.

Respondent's Answer

In this section, the researcher presents the analysis of respondents' answers to questionnaire items. The data is presented in the form of a table including minimum values, maximum values, average indicators and average variables. In providing the assessment, the researcher calculates the class interval based on the lowest value = 1, the highest value = 5, and the 3 class intervals which are calculated as follows:

Minimum score = 1

Maximum score = 5

Number of classes = 5

$$\text{Interval} = \frac{\text{Skor maksimum} - \text{Skor minimum}}{\text{Jumlah Kelas}}$$

$$= = 0.8 \frac{5-1}{3}$$

Based on the calculation of the interval class, the interval categories are as follows:

1.00 to 1.80 is very low

1.81 to 2.60 low

2.61 to 3.40 medium

3.41 to 4.20 height

4.21 to 5.00 very high

The results of the descriptive analysis of the respondents' answers are presented in table 4.3 as follows:

Table 4. 3 Descriptive Analysis

Variable	Items	Min	Max	Red (Indicator)	Red (Variable)	Information
Interest in using the Shopee *Paylater* payment method (Y)	Item1	2	5	3,27	3,29	Keep
	Item2	2	5	3,22		
	Item3	2	5	3,29		
	Item4	2	5	3,25		
	Item5	2	5	3,35		
	Item6	2	5	3,33		
	Item7	2	5	3,29		
	Item8	2	5	3,29		
	Item9	2	5	3,32		
Perceived Benefits (X1)	Item1	2	5	3,08	3,10	Keep
	Item2	2	5	3,11		
	Item3	2	5	3,16		
	Item4	2	5	3,07		
	Item5	2	5	3,18		
	Item6	2	5	3,05		
	Item7	2	5	3,07		
	Item8	2	5	3,10		
	Item9	2	5	3,11		
Financial literacy (X2)	Item1	2	5	3,16	3,18	Keep
	Item2	2	5	3,16		
	Item3	2	5	3,20		
	Item4	2	5	3,19		
	Item5	2	5	3,20		
	Item6	2	5	3,23		
	Item7	2	5	3,19		
	Item8	2	5	3,12		
	Item9	2	5	3,22		
	Item10	2	5	3,14		
	Item11	2	5	3,19		
	Item12	2	5	3,21		
	Item13	2	5	3,18		
	Item14	2	5	3,19		
	Item15	2	5	3,18		
Consumer satisfaction (Z)	Item1	2	5	3,08	3,06	Keep
	Item2	2	5	3,05		
	Item3	2	5	3,02		
	Item4	2	5	3,03		
	Item5	2	5	3,13		
	Item6	2	5	3,10		
	Item7	2	5	3,03		
	Item8	2	5	3,08		
	Item9	2	5	3,03		

Source: data processed by researchers (2025)

The results shown in table 4.3 show that the interest variable for using the Shopee PayLater

(Y) payment method has a minimum value of 2 and a maximum of 5. The highest value in item 5

with a mean value of 3.35 and the smallest value in item 2 is 3.22. The table shows that the average value on each item for is 3.29 which falls in the medium category. Meanwhile, the variable of benefit perception (X1) has a minimum value of 2 and a maximum of 5. The highest value in item 5 with a mean value of 3.10 and the smallest value in item 6 is 3.05. The table shows that the average value on each item for is 3.10 which is in the medium category.

The financial literacy variable (X2) has a minimum value of 2 and a maximum of 5. The highest score in item 6 with a mean value of 3.23 and the smallest value in item 8 was 3.12. The table shows that the average value on each item for is 3.18 which is in the medium category. Meanwhile, the consumer satisfaction variable (X2) has a minimum value of 2 and a maximum of 5. The highest value in item 5 with a mean value of 3.13 and the smallest value in item 3 is 3.02. The table shows that the average value on each item for is 3.06 which falls into the medium category.

Data Analysis Results

Data analysis on SEM-PLS was carried out to describe the model in the form of a visually created path chart. According to Hair *et al.* (2019), a path diagram displays the hypothesis and relationships between variables used to be estimated in structural equation modeling analysis. A variable or construct is described as a circle or oval and the manifest indicator of a variable or construct is described as a rectangle. The direction of the arrow means that it represents the type of relationship, both in the measurement model (*outer models*) and the structural model (*inner models*). The path diagram model in this study can be seen in figure 4.1.
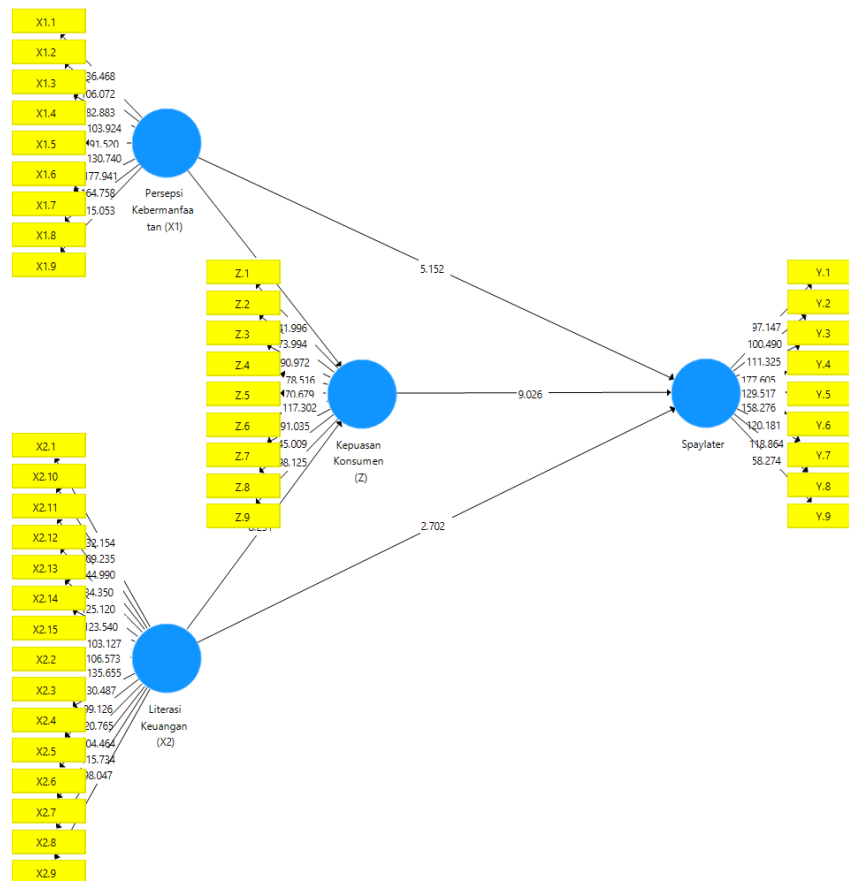
Figure 4. 1 Path Diagram

PLS-SEM consists of two models, namely measurement models and structural models (*inner models*) which are described as follows.

Measurement Models (*Outer Models*)

The measurement model is a component of the path model that contains the relationship between the indicator and its variables. According to Hair *et al.* (2019) The steps for the evaluation of the measurement model are with convergent validity, discriminant validity, and reliability which are explained more clearly below.

1. **Convergent validity**

According to Hair *et al* (2019), convergent validity is the extent to which latent variables explain the variance of the indicator. The validity of the convergence is assessed by evaluating the *outer loading* of the indicator. The minimum value set for *outer*

loading ≥ 0.7 (Hair *et al*, 2019). The results of the convergent validity test can be seen in

table 4.4.

Table 4. 4 Convergent Validity Test Results

Outer Loading Value				
Items	X1	X2	Y	Z
X1.1	0.971			
X1.2	0.965			
X1.3	0.951			
X1.4	0.961			
X1.5	0.952			
X1.6	0.966			
X1.7	0.977			
X1.8	0.976			
X1.9	0.965			
X2.1		0.969		
X2.2		0.960		
X2.3		0.967		
X2.4		0.966		
X2.5		0.958		
X2.6		0.962		
X2.7		0.959		
X2.8		0.965		
X2.9		0.959		
X2.10		0.961		
X2.11		0.969		
X2.12		0.968		
X2.13		0.967		
X2.14		0.968		
X2.15		0.957		
Y.1			0.957	
Y.2			0.960	
Y.3			0.961	
Y.4			0.974	
Y.5			0.966	
Y.6			0.972	
Y.7			0.965	
Y.8			0.967	
Y.9			0.949	
Z.1				0.926
Z.2				0.939
Z.3				0.949
Z.4				0.939
Z.5				0.943
Z.6				0.959
Z.7				0.947
Z.8				0.931
Z.9				0.950

Source: data processed by researchers (2025)

Based on table 4.4, it is known that all indicators of each variable have met the > criterion of 0.7 so that it can be carried out to the next analysis.

2. Discriminatory validity

According to Hair et al. (2019), discriminant validity evaluates the extent to which a variable differs from other variables or constructs. Discriminant validity is measured by the Fornell-Larcker Criterion.

Table 4. 5 Discriminant Validity Value (Fornell-Larcker Criterion)

Fornell-Larcker Criterion Results				
Variable	Consumer satisfaction (Z)	Financial Literacy (X2)	Perception of Usefulness (X1)	Interest in using Spaylater (Y)
Z	0.943			
X2	0.647	0.964		
X1	0.519	0.164	0.965	
Y	0.885	0.613	0.641	0.964

Source: data processed by researchers (2025)

Based on Table 4.5, it is known that the *Fornel-Lacker Criterion results* of all indicators are declared valid because the root of AVE in the construct is higher than the correlation of the construct with other latent variables. (Hair) *et al*, 2019).

3. Reliability

The reliability test carried out can be measured with *cronbach alpha* values and *composite reliability*. The reliability test can be said to be reliable if *the cronbach alpha* value > 0.6 and *the composite reliability* > 0.7 (Hair *et al.* 2019). In addition to *the cronbach alpha* and *composite reliability values,* the Average Variant Extracted *(AVE) value can be* measured with a standard $\geq$ 0.5. The results of the reliability test can be seen in table 4.6.

Table 4. 6 Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Z	0,984	0,986	0,889

X2	0,995	0,995	0,929
X1	0,991	0,992	0,931
Y	0,990	0,991	0,928

Source: data processed by researchers (2025)

Based on table 4.6, it can be seen that *the results of the Cronbach alpha* test are > 0.6, *the composite reliability* > 0.7, and the AVE value is > 0.5. Thus, it can be said that the reliability test in this study has met the specified requirements.

4.2.1 Structural Models (*Inner Models*)

Structural models in PLS-SEM are also called *structural models* that show how constructs or variables are related to each other (Hair *et al.*, 2019). The evaluation of the structural model was assessed based on the determination coefficient (R^2) and the hypothesis test.

1. Coefficient of determination (R^2)

According to Hair *et al.* (2019) The coefficient of determination (R^2 value) is a measure of the predictive strength in the sample. The higher the R^2 value, the greater the explanatory power of the PLS structural model and the better the prediction of endogenous variables. The results of the R^2 test can be seen in table 4.7.

Table 4. 7 R² Test Results

R-Square Results	
Variable	R Square
Consumer Satisfaction (Z)	0.594
Interest in using Spaylater (Y)	0.841

Source: data processed by researchers (2025)

Table 4.7 shows the results of the R-Square analysis of the Y variable of 0.841 which falls into the category of very strong predictive power (above 0.75), indicating that 84.1% of the variance of the Interest variable using Spaylater (Y) can be explained by independent variables in the model. Meanwhile, the Consumer Satisfaction (Z) variable with R^2 0.594 indicates moderate predictive power (above 0.50) where 59.4% of the variance can be explained by predictors in the model. These findings reveal that the model has excellent explanatory capabilities for variable Y and is good enough for

variable Z with residual unexplained variance possibly due to other factors outside the model.

2. Hypothesis

Hypothesis testing was carried out by paying attention to *the value of the original sample estimates* (O) to determine the direction of influence between variables, as well as *t-statistics* (T), and *p-values* (P) to determine the level of significance of the influence. An *original sample* value close to +1 indicates a positive influence, while a value close to -1 indicates a negative influence. A *t-value* of more than 1.96 or *a p-value* that is less than the significance level (< 0.05) indicates that an influence between variables is significant. The results of the research hypothesis test can be seen in Table 4.8.

Table 4. 8 Intervariable Influence

Hypothesis Test Results				
Hypothesis		Original Sample (O)	T Statistics (|O/STDEV|)	P Values
H1	Perception of Benefits (X1) → Interest in using Shopee PayLater (Y)	0.284	5.152	0.000
H2	Financial Literacy (X2) → Interest in using Shopee PayLater (Y)	0.153	2.702	0.007
H3	Perception of Benefits (X1) →Shopee PayLater Consumer Satisfaction (Z)	0.425	5.206	0.000
H4	Financial Literacy (X2) →Shopee PayLater Consumer Satisfaction (Z)	0.577	8.231	0.000
H5	Consumer Satisfaction (Z) → Interest in using Shopee PayLater (Y)	0.639	9.026	0.000
H6	Perception of Benefits (X1) → Consumer Satisfaction (Z) → Interest in using Shopee PayLater (Y)	0.271	4.715	0.000
H7	Financial Literacy (X2) → Consumer Satisfaction (Z) → Interest in using Shopee PayLater (Y)	0.368	5.907	0.000

Source: data processed by researchers (2025)

Based on table 4.8, the results of hypothesis testing are as follows:

1) The perception of benefits has a significant positive effect on interest in using Shopee PayLater. This can be seen from the statistical t 5.152 > 1.96, p-value 0.000 < 0.05 and the value of the *riginal sample* is positive, thus H1 is supported.

2) Financial literacy has a significant positive effect on interest in using Shopee PayLater. This can be seen from the statistical t of 2.702 > 1.96, p-value 0.007 < 0.05 and the value of a *positive o riginal sample* thus H2 is supported.

3) The perception of benefits has a significant positive effect on Shopee PayLater consumer satisfaction. This can be seen from the statistical t 5.206 > 1.96, p-value 0.000 < 0.05 and the value of the *riginal sample* is positive, thus H3 is supported.

4) Financial literacy has a significant positive effect on Shopee PayLater consumer satisfaction. This can be seen from the statistical t 8.231 > 1.96, p-value 0.000 <005 and the value of the *riginal sample* is positive, thus H4 is supported.

5) Consumer satisfaction has a significant positive effect on interest in using Shopee PayLater. This can be seen from the statistical t 9.026 > 1.96, p-value 0.000 < 0.05 and the value of the *riginal sample* is positive, thus H5 is supported.

6) The perception of benefits to the interest in using Shopee PayLater is mediated by consumer satisfaction. This can be seen from the statistical t of 4.715 > 1.96, p-value 0.000 < 0.05 and the value of a *positive o riginal sample* thus H6 is supported.

7) Financial literacy to interest in using Shopee PayLater mediated by consumer satisfaction. This can be seen from the statistical t 5.907 > 1.96, p-value 0.000 < 0.05 and the value of the *riginal sample* is positive, thus H7 is supported.

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DISCUSSION

Subheading Level 2
Discussion

The effect of benefit perception on interest in using the Shopee PayLater payment method

Based on the test results, it is known that the benefit perception variable (X1) has a positive and significant effect on interest in using Shopee PayLater. This can be seen from the statistical t 5.152 > 1.96, p-value 0.000 < 0.05. These results show that hypothesis 1 is accepted, meaning that the better the perception of benefits felt by consumers, the interest in using Shopee PayLater will also increase. And vice versa, if the perception of benefits felt by consumers is worse, the interest in using Shopee PayLater will also decrease.

Shopee PayLater is a payment method that allows users to shop now and pay later. The perception of the benefits of Shopee PayLater can affect the interest of potential users, this happens because users feel that payments using Shopee PayLater offer flexibility in purchasing goods and services without the need to pay off payments directly (Aditya, 2024). Based on the results of the analysis that has been carried out, most respondents feel that using Shopee PayLater makes financing more efficient, while respondents feel that they do not agree with the statement item using Shopee PayLater because the transaction is easy to understand.

In addition to the benefits, there are risks of using Shopee PayLater such as late payments, high interest, and the potential for debt to reduce interest (Amelia et al., 2023). Users need to understand these risks to make wise decisions, one of which is by increasing their understanding of financial management. This can help users assess the benefits and risks, thus supporting more informed usage decisions. Users are also advised to use Shopee PayLater only if they believe they can meet their payment obligations, reducing financial risks (Rizqiyah & Reviandani (2025).

These findings are in line with previous research conducted by Budiastuti (2020) on the analysis of factors that affect interest in using e-commerce-based accounting information systems at Shopee with *the Technology Acceptance Model* (TAM). The results of the study show that the perception of benefits has a significant effect on the interest in use, while the existence of discounts on Shopee will inhibit interest in using Shopee.

Aditya (2024) conducted research on the influence of the PayLater payment system on the Shopee marketplace on consumer purchase decisions from an Islamic perspective. The results of the study show that the PayLater payment system on Shopee has a positive effect on consumer purchase decisions, but there are several aspects in the Islamic perspective that need to be considered regarding the practice of PayLater.

Asja *et al.*, (2022) conducted a study on the perception of benefits to interest in using PayLater services. The results of the study partially show that the perception of usability has a positive and significant effect on the interest in using the PayLater service; the perception of ease of use does not have a positive and significant effect on interest in using PayLater services; and revenue has a positive and significant effect on interest in using PayLater services.

The effect of financial literacy on interest in using the Shopee PayLater payment method

Based on the test results, it is known that the financial literacy variable (X2) has a positive and significant effect on interest in using Shopee PayLater. This can be seen from the statistical t of 2.702 > 1.96, p-value 0.007 < 0.05. These results show that hypothesis 2 is accepted, meaning that the better a person's financial literacy, the more interest in using the Shopee PayLater payment method. And vice versa, the worse a person's financial literacy, the less interest in using the Shopee PayLater payment method.

Financial literacy refers to how the individual behaves and makes decisions in managing his or her personal money (Kumar et al., 2017). Individuals who have a good understanding of finance tend to be more open to using Shopee PayLater, as users can see the benefits and risks involved more clearly. Based on the results of the analysis that has been carried out, most respondents agree that the statement of creditworthiness can increase if they are never in arrears in paying installments. Meanwhile, respondents disagree with the statement that the liquidity ratio is obtained from the total number of assets divided by regular expenses every month.

Users with high financial literacy are better able to understand the terms and conditions of Shopee PayLater, so they are more confident to use it. Individuals who understand financial literacy tend to be more aware of debt risks, and they will be more careful in using this payment method and will consider payment capabilities before deciding to use Shopee PayLater. Good financial literacy helps individuals in making wiser decisions. So that they can evaluate the benefits and risks, and use promos wisely (Abidin et al., 2025).

These findings are in line with previous research by Ong and Nuryasman (2022) on the influence of risk perception, perception of convenience and financial literacy on the interest of LinkAja users. The results showed that risk perception and financial literacy affected interest in use, while perception of convenience did not affect interest in use. Research by Ningsih et al (2023) on the influence of financial literacy, the benefits of PayLater, and the income of Generation Z on interest in using PayLater on the Shopee platform in South Tambun District. The results of the study show that financial literacy partially does not affect the interest in using Shopee PayLater in South Tambun District.

Sa'diyah et al (2025) conducted a study on the influence of Islamic financial literacy, benefits and risks on interest in using Shopee Pay *e-money*. The results of the study show that Islamic financial literacy has a significant positive effect on the interest in using Shopee Pay *e-money*. Usefulness also has a significant positive effect on interest in using Shopee Pay *e-money*. Risk has a significant positive effect on interest in using *Shopee Pay* e-money.

The effect of benefit perception on Shopee PayLater consumer satisfaction

Based on the test results, it is known that the benefit perception variable (X1) has a positive and significant effect on consumer satisfaction (Z). This can be seen from the statistical t 5.206 > 1.96, p-value 0.000 < 0.05. These results show that hypothesis 3 is accepted, meaning that the better the perception of benefits, the more consumer satisfaction will also increase. And vice versa, the worse the perception of benefits, the lower consumer satisfaction will also decrease.

Chamid *et al.*, (2022) stated that perceived *usefulness* is a user's subjective view of how much the use of a system can improve its performance. Positive benefit perception has a significant effect on Shopee PayLater consumer satisfaction. By understanding and improving the perception of these benefits, it can improve user satisfaction which in turn supports the growth and sustainability of the service. Based on the results of the analysis that has been carried out, most

respondents agree with the statement of intention to use Shopee PayLater again because of the good service.

Users who feel the convenience of using Shopee PayLater tend to be more satisfied. The fast and simple process of transacting improves the overall user experience (Felix et al., 2024). The perception that Shopee PayLater provides flexible payment alternatives can also increase satisfaction. Users feel that using Shopee PayLater allows them to save money through promos or discounts, this will increase positive perception and user satisfaction.

This finding is in line with the research of Yusuf *et al.*, (2021) who conducted a study on *perceived benefit* (X1) and *ease of use* (X2) having a positive and significant effect on customer satisfaction (Y) because the tcal value of the ttable > and the significance value is less than 0.05 so that Ho is rejected and Ha is accepted. This means that the perception of benefits (X1) and ease of use (X2) affects customer satisfaction (Y).

Meileny & Wijaksana (2020) conducted a study on the perception of benefits, perception of convenience, service features, and trust in the level of customer satisfaction of linkaja in Indonesia. The results of multiple linear analysis stated that the perception of benefits (X1), perception of convenience (X2), service features (X3) and trust (X4) had a positive and significant effect on the level of customer satisfaction (Y) of LinkAja in Indonesia both partially and simultaneously. Other results show that the variable that greatly affects LinkAja's customer satisfaction in Indonesia is the trust variable, meaning that the better the trust that customers have, the higher the level of customer satisfaction.

Melawati and Wijaksana (2020) conducted a study on the influence of *website function*, usability perception, and benefit perception on bukalapak's customer satisfaction. The results of the study prove that *website function*, usability perception, and benefit perception either partially or simultaneously have a positive effect on Bukalapak's customer satisfaction.

The effect of financial literacy on Shopee PayLater consumer satisfaction

Based on the test results, it is known that the financial literacy variable (X2) has a positive and significant effect on consumer satisfaction (Z). This can be seen from the statistical t 8.231 > 1.96, p-value 0.000 < 005. These results show that hypothesis 4 is accepted, meaning that the better a person's financial literacy, the more consumer satisfaction can be increased. And vice versa, the worse a person's financial literacy, the lower consumer satisfaction.

Financial literacy is a combination of awareness, knowledge, skills, attitudes and behaviors that a person needs to have to make healthy financial decisions and ultimately achieve individual financial well-being (Sugiharti and Maula, 2019). Improving one's understanding of finances, Shopee can help consumers feel more confident and satisfied in using this service. Therefore, efforts to improve financial literacy among users can have a positive impact on consumer satisfaction and loyalty.

Consumers who have good financial literacy are better able to understand the terms and conditions of Shopee PayLater, so when they understand how this product works, they tend to feel more satisfied with the experience of using it. In addition, consumers are also better able to manage debts that may arise from using Shopee PayLater, such as being able to avoid late payments and additional fees, which contribute to overall satisfaction (Aditya et al., 2024). Consumers who understand financial literacy also tend to be able to make wiser decisions about when and how to use Shopee PayLater so that they can increase confidence and satisfaction when making transactions.

This finding is in line with Sari (2024) research on the influence of service quality, financial literacy, and mobile banking on member satisfaction and trust of BMT Al Fath Ikmi members. The results of the study show that financial literacy has a positive and significant influence on the satisfaction of BMT Al Fath Ikmi members.

The effect of consumer satisfaction on interest in using Shopee PayLater

Based on the test results, it is known that the consumer satisfaction variable (X2) has a positive and significant effect on interest in using Shopee PayLater (Y). This can be seen from the statistical t 9.026 > 1.96, p-value 0.000 < 0.05. These results show that hypothesis 5 is accepted, meaning that the better consumer satisfaction, the more interest in using Shopee PayLater. On the other hand, the worse consumer satisfaction is, it can reduce interest in using Shopee PayLater.

Consumer satisfaction is a feeling of satisfaction with the results felt by consumers after receiving good and satisfactory service, as well as the company's performance that meets expectations (Anggraeni and Alhempi, 2021). High consumer satisfaction will tend to increase interest in using Shopee PayLater. On the contrary, negative experiences can reduce such interest, therefore it is important for Shopee to continue to improve the aspects that affect consumer satisfaction. Based on the results of the analysis that has been carried out, most respondents agree with the statement of satisfaction with using Shopee PayLater.

Consumers who are satisfied with Shopee PayLater tend to be more interested in using it again. A pleasant shopping experience without problems in payments, increasing interest in future transactions. High satisfaction often encourages users to recommend Shopee PayLater to friends and family. These recommendations can increase usage interest from the people around them. Satisfied consumers tend to see the benefits of Shopee PayLater more positively, such as ease of access and payment flexibility. This perception affects their interest in continuing to use the service.

These findings are in line with the research of Priyatna *et al.*, (2022) on the effect of ease of use and customer satisfaction on interest in using OVO digital wallets, both partially and simultaneously in OVO Visionet. The results of the study show that ease of use has a positive and significant effect on interest in using the OVO digital wallet, while customer satisfaction has a positive and significant effect on interest in using the OVO digital wallet.

Lombu et al. (2024) conducted a study on the influence of the perception of ease of use, effectiveness, and risk on the interest in transacting using *financial technology (fintech)* with customer satisfaction as an intervening variable in the community of West Teladan Village, Medan City. The results of the study show that customer satisfaction has a positive and significant effect on the interest in using *financial technology*.

Consumer satisfaction mediates the perception of benefits to interest in using Shopee PayLater

Based on the test results, it is known that the consumer satisfaction variable can positively and significantly mediate the perception of benefits and interest in using Shopee PayLater. This can be seen from the statistical t 4,715 > 1.96, p-value 0.000 < 0.05 the results show that hypothesis 6 is accepted, meaning that the better consumer satisfaction is, it can increase the perception of benefits and interest in using Shopee PayLater.

Usefulness *perception* is described as how a new system use can provide usefulness to its users (Purwantini & Amalia (2021). Consumers who feel the perception of benefits in a positive way can arouse interest in use. Interest is something that arises after receiving a stimulus from the

product he sees, then there is an interest in trying the product and finally the desire to buy and be able to own the product (Sati & Ramaditya, 2020). Arousing interest in use can be stimulated through reviews from other consumers.

Overall consumer satisfaction indicates attitudes toward service providers, or emotional reactions to the difference between what consumers expect and what they receive (Tamon *et al.*, 2021). Consumer satisfaction has an important role as a mediator between the perception of benefits and interest in using Shopee *PayLater*. By increasing the perception of benefits and ensuring a positive user experience, it can increase interest in using Shopee PayLater.

Consumers assess the benefits offered by Shopee PayLater based on their personal experience and the information they receive. If they feel that the benefits outweigh the risks, interest in using this method increases. Consumers who have used Shopee PayLater and feel its benefits (such as convenience and flexibility) will be more likely to recommend the service to others, which can strengthen interest in use among friends and family. Discussions with others about the experience of using Shopee PayLater can affect the perception of benefits and, ultimately, usage interest. If consumers hear positive opinions, they are more likely to be interested in using the service.

These findings are in line with previous research conducted by Budiastuti (2020) on the analysis of factors that affect interest in using e-commerce-based accounting information systems at Shopee with *the Technology Acceptance Model* (TAM). The results of the study show that the perception of benefits has a significant effect on the interest in use, while the existence of discounts on Shopee will inhibit interest in using Shopee.

Chamid *et al.*, (2022) stated that perceived *usefulness* is a user's subjective view of how much the use of a system can improve its performance. Positive benefit perception has a significant effect on Shopee PayLater consumer satisfaction. By understanding and improving the perception of these benefits, it can improve user satisfaction which in turn supports the growth and sustainability of the service. Based on the results of the analysis that has been carried out, most respondents agree with the statement of intention to use Shopee PayLater again because of the good service

These findings are in line with the research of Priyatna *et al.*, (2022) on the effect of ease of use and customer satisfaction on interest in using OVO digital wallets, both partially and simultaneously in OVO Visionet. The results of the study show that ease of use has a positive and significant effect on interest in using the OVO digital wallet, while customer satisfaction has a positive and significant effect on interest in using the OVO digital wallet.

Consumer satisfaction mediates financial literacy to interest in using Shopee PayLater

Based on the test results, it is known that consumer satisfaction variables can positively and significantly mediate financial literacy and interest in using Shopee PayLater. This can be seen from the statistical t 5,907 > 1.96, p-value 0.000 < 0.05 the results show that hypothesis 7 is accepted, meaning that the better consumer satisfaction, it can increase financial literacy and interest in using Shopee PayLater.

Financial literacy is how the individual behaves and makes decisions in managing his or her personal money (Kumar et al., 2017). Financial literacy is very important to be able to understand and improve behavior in managing and making decisions effectively and efficiently (Haq & Munir, 2022). Individuals who have a good understanding of financial literacy tend to be more careful in using PayLater services. Consumers will be more aware of the benefits and risks,

and make more rational decisions regarding the use of the facility, including the possible impact on personal finances.

In the interest of using, each consumer does not only stop at the process of using but the consumer will then evaluate the purchase of his product (Tirtayasa et al., 2021). The evaluation process provides results on satisfaction and dissatisfaction with the product, if the consumer is satisfied, the satisfaction will be encouraged to make a repurchase of a product. Consumer satisfaction can further improve individual financial literacy to better understand what benefits will be obtained when interest arises in using.

Consumers with good financial literacy are better able to understand the risks associated with using Shopee PayLater. If consumers feel that they can manage this risk well, then satisfaction will increase which also increases interest in using the Shopee PayLater service (Rizqiyah & Reviandani (2025). High financial literacy also allows consumers to make better decisions about when and how to use Shopee PayLater. The satisfaction that comes from making the right decision can strengthen consumers' interest in using such payment methods in the future. Consumers who understand the financial benefits of Shopee PayLater, such as convenience and flexibility, tend to feel more satisfied and can encourage to be more active in using the service, increasing interest in use.

This finding is in line with Sari (2024) research on the influence of service quality, financial literacy, and mobile banking on member satisfaction and trust of BMT Al Fath Ikmi members. The results of the study show that financial literacy has a positive and significant influence on the satisfaction of BMT Al Fath Ikmi members. Ong and Nuryasman (2022) conducted a study on the influence of risk perception, perception of convenience, and financial literacy on the interest of LinkAja users. The results showed that risk perception and financial literacy affected interest in use, while perception of convenience did not affect interest in use.

These findings are in line with the research of Priyatna *et al.*, (2022) on the effect of ease of use and customer satisfaction on interest in using OVO digital wallets, both partially and simultaneously in OVO Visionet. The results of the study show that ease of use has a positive and significant effect on interest in using the OVO digital wallet, while customer satisfaction has a positive and significant effect on interest in using the OVO digital wallet.

CONCLUSION

Based on the results of data analysis and discussion of the hypotheses proposed in this study, it can be conveyed as follows:

1. The perception of benefits has a significant positive effect on interest in using Shopee PayLater.
2. Financial literacy has a significant positive effect on interest in using Shopee PayLater.
3. The perception of benefits has a significant positive effect on Shopee PayLater consumer satisfaction.
4. Financial literacy has a significant positive effect on Shopee PayLater consumer satisfaction.
5. Consumer satisfaction has a significant positive effect on interest in using Shopee PayLater.
6. The perception of benefits to the interest in using Shopee PayLater is mediated by consumer satisfaction.

7. Financial literacy to interest in using Shopee PayLater mediated by consumer satisfaction.

Suggestion

Based on the results of the research that has been found, the suggestions that can be given by the researcher are as follows:

1. For Students

Based on the results of this study, students who have an interest in using Shopee PayLater are advised to pay attention to their ability to pay and use promos wisely.

2. For further research

Researchers are further advised to use different methods, add or change variables, and expand the location and subject of the study.

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