



The Effect of Perceived Usefulness and Perceived Ease of Use on Intention to Use Shopee Paylater with Perceived Trust as a Mediating Variable among Generation Z in Bandung City

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Abstract

Background: This research is motivated by the rapid development of Buy Now Pay Later (BNPL) services, especially Shopee Paylater, which is increasingly used by Generation Z in Bandung City. The high adoption of e-commerce and digital payment services highlights the need to understand the factors influencing users' intention to use Shopee Paylater.

Objective: This study aims to analyze the effects of perceived usefulness and perceived ease of use on intention to use Shopee Paylater, with perceived trust as a mediating variable.

Methods: This study used a quantitative approach based on the Technology Acceptance Model (TAM). Data were collected through questionnaires distributed to 385 Generation Z Shopee Paylater users in Bandung City and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM).

Results: The findings show that perceived usefulness and perceived ease of use have positive and significant effects on intention to use. Both variables also positively and significantly affect perceived trust. Furthermore, perceived trust has a positive and significant effect on intention to use and mediates the relationship between perceived usefulness, perceived ease of use, and intention to use Shopee Paylater.

Conclusion: Perceived usefulness, perceived ease of use, and perceived trust are important factors in shaping Generation Z's intention to use Shopee Paylater. Trust strengthens technology acceptance and supports sustainable fintech service adoption.

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INTRODUCTION

Shopee is one of the e-commerce platforms that has grown rapidly in the Southeast Asian region since it was launched by Sea Ltd in Singapore in 2015. Since the beginning of its operations, Shopee has adopted a mobile-first approach that emphasizes ease of access and user experience, allowing this platform to be operated optimally through mobile applications and websites. This strategy has enabled Shopee to reach a wide user base and accelerate the adoption of e-commerce in various developing countries in Southeast Asia.

Shopee's development shows a consistent growth trend from year to year. In the 2017-2018 period, Shopee began to record an increase in the number of users along with the increasing penetration of internet and smartphone use in the Southeast Asian region. This growth strengthened from 2019 to 2020, driven by aggressive promotional strategies, expansion of

product categories, and a surge in online shopping activities during the COVID-19 pandemic. Entering the 2021-2022 period, Shopee not only maintained its user base but also expanded its digital ecosystem through the integration of various support services, including payment and financing services. Until 2023, Shopee was recorded as having more than 295 million active users globally with revenue of around US\$9 billion, where Indonesia is its largest market with an estimated 103 million active users. This growth trend shows that Shopee has developed into a large-scale digital ecosystem that has a significant influence on people's consumption behavior, especially the younger generation in Indonesia.

Shopee Paylater is a digital loan service contained within the Shopee application and is one of the most frequently used payment methods among e-commerce users. Shopee Paylater is at the top as the paylater service with the highest recognition rate of 89%, and 77% of paylater users choose SPayLater as their preferred service, indicating the high level of consumer trust and acceptance of this feature. These results confirm Shopee Paylater as the most recognized paylater service among users compared to its competitors.

The growth of Shopee Paylater is also inseparable from the increasingly rapid development of the Buy Now Pay Later (BNPL) sector at the national level. PEFINDO Credit Bureau noted that as of February 2025, there were 17.26 million active debtors and total BNPL financing had reached Rp36.24 trillion, showing a large increase compared to the previous year. This data indicates a high demand for digital credit services, including Shopee Paylater, which operates in a continuously evolving financial ecosystem. This situation makes Shopee Paylater a relevant topic for research on factors such as perceived usefulness, perceived ease of use, perceived trust, and intention to use, especially among Generation Z in the city of Bandung.

The development of the financial technology sector worldwide has resulted in major changes in the way people shop and conduct transactions. One rapidly growing innovation is the Buy Now Pay Later (BNPL) service, which is a form of short-term financing that allows consumers to purchase goods without having to pay upfront.

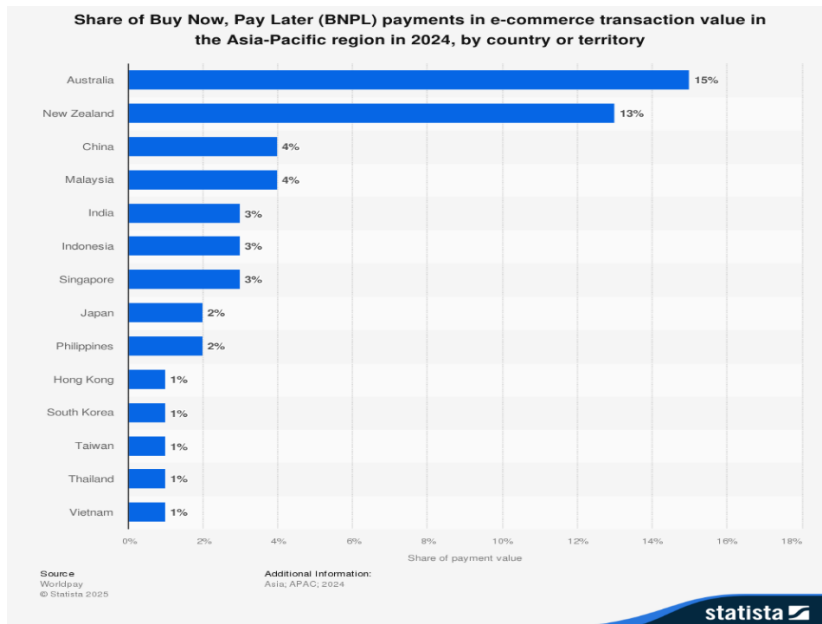


Figure 1. Data on buy now pay later users in Asia Pacific in 2024
Source: Statista (2025)

In Figure 1, at the national level, 45.9% of Indonesian consumers have used paylater services and 54.1% have not, which indicates great growth potential as well as the need for continuous consumer education (Statista, 2025).

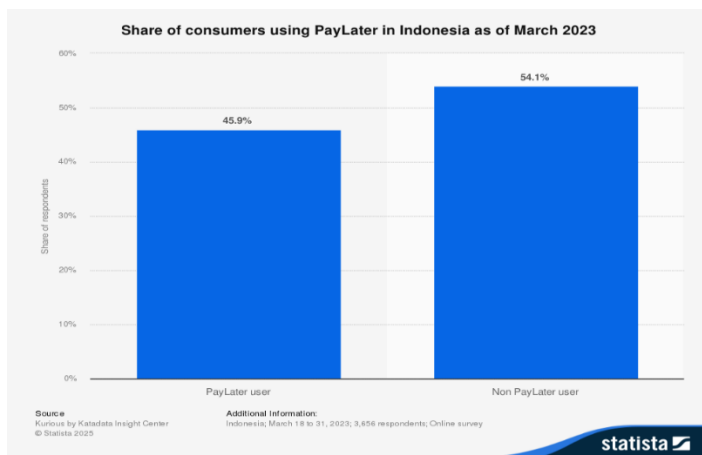


Figure 2. Data on buy now pay later users in Indonesia in 2023
Source: Statista (2025)

In Figure 2, Statista data in 2025 in terms of geographical distribution, West Java is the province in Indonesia with the highest number of paylater users, along with Central Java and East Java. This high adoption is due to massive internet access combined with a large population aged between 15 and 49 years (especially Gen Z / Millennials) in the city of Bandung, as an economic center, educational center, innovator body in West Java, and being part of this contribution (Statista, 2025).

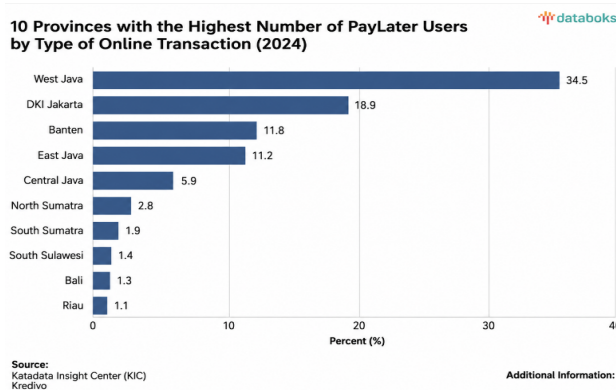


Figure 3. Data on buy now pay later users by province in Indonesia in 2024
Source: Statista (2025)

In Figure 3, Statista data in 2025 among them, Shopee Paylater is one of the most popular with a usage share of more than 50% in a market dominated by themselves, OVO Paylater and Kredivo & Akulaku. This dominance is driven by seamless integration with the Shopee ecosystem, cashback promos (0%), 0% installments, and a fast activation process — factors that enrich perceived usefulness and strengthen perceived trust among Generation Z (Statista, 2025).

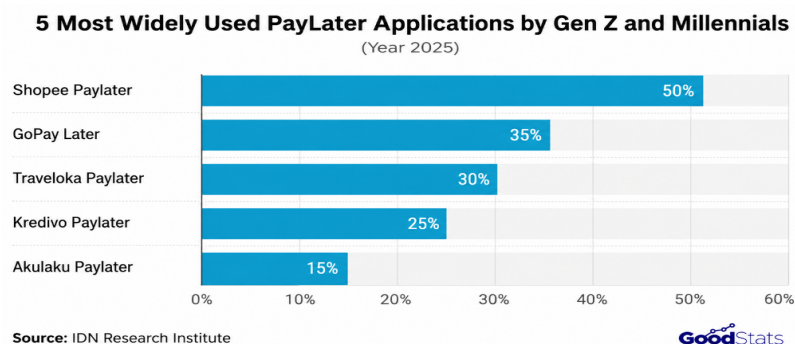


Figure 4. Paylater applications frequently used in Indonesia
Source: Statista (2025)

In Figure 4, Statista data in the year *Statista* shows that Shopee *Paylater* is the most popular paylater service among Generation Z and Millennials in Indonesia, with a usage share reaching more than 50% compared to other competitors such as OVO *paylater*, Kredivo, and Akulaku. In Indonesia, Shopee Paylater is also reported as the buy-now-pay-later service with the highest usage rate in Indonesia since 2023, with a usage share of more than 50%, compared to its competitors OVO Paylater (29%), Kredivo (8%), and Akulaku (7%) (Statista, 2025). This dominance is further strengthened by its device being fully integrated into the developer ecosystem because of Shopee, cashback and 0% installment schemes, and a fast activation process, which increases perceived benefits as well as ease of use. The number of paylater users is dominated by the province of West Java, where 818.97 million transactions were recorded from this province, which is a center supported by high digital literacy and Generation Z as a group with a large population in Indonesia, namely 74.93 million people or 27.94% of the total national population (Muhammad et al., 2024). Generation Z, whose birth range is between 1995-2012, is used to multitasking, depends on the internet, and has a dominant score for digital payments as high as 332 compared to other factors (Muhammad et al., 2024).

Perceived usefulness becomes the reason Generation Z chooses paylater to increase payment efficiency, flexibility, and simplicity in managing expenses Prasetyani (2024), while perceived ease of use such as an easy-to-use interface, fast activation process, and integration with Shopee are factors that reduce adoption barriers (Prasetyani et al., 2024; Johana Dwi Ariwati, 2023). However, functionality alone does not drive adoption decisions: BNPL fundamentally carries financial risk, data security crises, and future payment commitments that require the highest trust. Salsabila (2024) state that perceived trust has a positive and significant effect on Generation Z wanting to use paylater, while Gunarsih (2025) state that Trust mediates the effect of Perceived Usefulness and Perceived Trust on Intention to use.

Prasetyani (2024) concluded that, when end users have high trust in the security and credibility of services offered by the E-Commerce platform, they will have a stronger intention to use. Orientani (2021) state the same that the combination of perceived benefits, perceived ease of use, and perceived security in transactions has a strong influence on usage intention because these are built into the formation of perceived trust as a psychological variable in the Technology Acceptance Model (TAM). However, prior empirical findings reveal notable inconsistencies. While Bachtiar (2024) and Prasetyani (2024) found perceived usefulness to significantly influence intention to use paylater services, Budiman (2023) reported that perceived usefulness was not significant in the GoFood/GoPay Later context.

Similarly, Orientani (2021) found that perceived ease of use did not significantly affect intention to use SPayLater, contradicting the findings of Safitri (2026) and Nurfaiza (2023) who reported significant positive effects. These contradictory findings suggest that the TAM relationships may be contingent upon product type, platform characteristics, and user demographics, warranting further empirical investigation specifically within the Shopee Paylater-Generation Z context in Bandung.

Therefore, this study not only analyzes the influence of perceived usefulness and perceived ease of use on the intention to use paylater services but also includes perceived trust as a mediating variable, to obtain a more comprehensive understanding of Generation Z's decision-making process in adopting digital financial services. Despite the extensive application of TAM in fintech research, a specific research gap exists regarding the dual mediating mechanism of perceived trust in the BNPL context.

Most existing studies examine perceived usefulness and perceived ease of use as direct predictors of usage intention, without systematically investigating how trust functions as an intermediary psychological mechanism that transforms perceived utility into behavioral intention. Furthermore, while several studies have examined BNPL adoption in general terms Cornelli (2023) and Madria (2024), none have specifically investigated the unique characteristics of Generation Z BNPL users in Bandung, a city with the highest concentration of digital-native young consumers in West Java. This study contributes by providing context-specific empirical evidence for TAM extension in the Indonesian BNPL market, specifically demonstrating how trust mediates the technology acceptance process among a demographic characterized by high digital

literacy but limited financial experience.

This study confirms whether the Shopee Paylater service in the city of Bandung has influenced Generation Z by analyzing the influence of perceived usefulness and perceived ease of use on intention to use. BNPL services in the business domain need to maintain flexibility, speed, and ease of digital transactions without exposing financial data or user details. This study contributes by looking at trust as a link between service benefits and intention to use, which is necessary for sustainable engagement in a highly dynamic market dominated by digital native youth.

From an academic perspective, this study builds upon the Technology Acceptance Model (TAM) framework by integrating perceived trust as a mediator between the actual intention to use digital financial services and its determinants, such as ease of preparation and performance. These findings can serve as a guide for fintech companies like Shopee to design application features when developing their applications, desired payment characteristics of users, and communication content related to Paylater services. This is useful in building consumer trust and increasing it not only once but also through repeated efforts, thus creating sustainable growth in consumption usage behavior patterns in Indonesian urban markets.

This research has novelty by integrating perceived trust as a mediating variable in the relationship between perceived usefulness and perceived ease of use on intention to use Shopee Paylater among Generation Z in the city of Bandung. Unlike previous studies that generally examined paylater services in general or in different regions, this study specifically focuses on Shopee Paylater as the BNPL service with the highest usage rate in Indonesia within the Generation Z segment. Furthermore, this research provides empirical contributions to the development of the Technology Acceptance Model (TAM) in the context of fintech services in Indonesia.

Literature Review

Marketing and Buy Now Pay Later (BNPL)

Marketing is the process of creating and exchanging value between companies and consumers, where success is determined by the ability to create consumer satisfaction (Kotler et al., 2022). The development of digital technology gave rise to the innovation of Buy Now Pay Later (BNPL) services, which allow consumers to obtain goods or services immediately while payment is deferred or installments are made. This scheme is growing rapidly in countries with high e-commerce penetration because it offers payment flexibility compared to conventional credit cards (Cornelli, 2023). In the context of technology adoption, the use of BNPL can be explained through the Technology Acceptance Model (TAM) which emphasizes that technology acceptance is influenced by perceived usefulness and perceived ease of use (Davis, 1989). Empirical research shows that BNPL also functions as a marketing strategy that drives purchase intention because consumers feel it is easier to access products without having to provide immediate cash (Hardiana Putra, 2024).

Technology Acceptance Model (TAM)

TAM is a theoretical framework that explains and predicts individual acceptance of technology (Davis, 1989). This model states that the decision to adopt technology is influenced by two main factors: perceived usefulness and perceived ease of use, which shape attitudes and subsequently drive intention to use. Iskamto (2025) affirm that TAM remains relevant in explaining the intention to use digital financial services, including BNPL, because it is able to describe the user evaluation process before deciding to use an application-based technology.

Perceived Usefulness

Perceived usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her performance (Davis, 1989). Musa (2024) affirm that this construct consistently becomes the main determinant of technology acceptance in various digital financial service sectors. In the context of Shopee Paylater, perceived usefulness is reflected in the ease of payment, installment flexibility, and short-term financial management efficiency perceived by users. Agustin (2022) and Prasetyani (2024) show that perceived usefulness has a

positive and significant effect on the intention to use paylater services, especially among Generation Z.

Perceived Ease of Use

Perceived ease of use is a construct in the Technology Acceptance Model (TAM) introduced by Fred Davis (1989) as the degree to which a person believes that using a particular technology would be free of effort. In the context of Shopee Paylater, perceived ease of use is reflected in the ease of activation, clarity of features, and an easy-to-understand application system. Musa (2024) state that ease of use is an important factor in digital technology adoption, while Hardiana (2024) found that perceived ease of use has a positive effect on the intention to use Shopee Paylater among Generation Z.

Perceived Trust

Perceived trust refers to users' belief in the security, reliability, and integrity of service providers in digital transactions. Salsabila (2024) affirm that perceived trust relates to system security, data protection, and service credibility, in line with the definition of (McKnight et al., 2002). Iskamto (2025) also show that trust in the system significantly affects the intention to use fintech services. In the BNPL context, Prasetyani (2024) found that perceived trust affects intention to use and mediates perceived usefulness on usage intention among Generation Z. Furthermore, Nurlatifah (2025) show that trust has a positive and significant effect on purchase intention of digital service users.

Intention to Use

Intention to use describes a person's tendency to use technology based on perceptions of its usefulness and ease of use (Davis, 1989). In the context of Shopee Paylater, this construct shows the extent to which Generation Z in the city of Bandung has the desire to use the service in digital transaction activities. Bachtiar (2024) show that perceived ease of use and perceived usefulness have a positive effect on interest in using Shopee Paylater. In line with this, Iskamto (2025) explains that users' perceptions of the benefits of digital services can influence consumers' tendencies to use digital-based technology while Saputra (2024) affirm that Generation Z more easily accepts fintech services that align with their digital habits.

Previous Research

Table 1. Summary of Previous Research

No	Researcher & Year	Key Variables & Results	Differences from This Study
1	(Bachtiar et al., 2024)	Financial knowledge, perceived trust, PU → ITU Shopee Paylater. Perceived trust & PU significant positive	Adds financial knowledge; not specifically Gen Z
2	(Nurfaiza & Prayitno, 2023)	TAM + UTAUT → ITU Paylater & impulsive buying Gen Z. PU, PEOU, security, social influence significant	Adds UTAUT & impulsive buying; not specifically Shopee PayLater
3	(Safitri & Zawawi, 2024)	PEOU, cashback → interest in using ShopeePay Gen Z Surabaya; both significant positive	Focuses on general ShopeePay; adds cashback variable; not PayLater
4	(Budiman et al., 2023)	PEOU, security, PU → purchase decision & continuance intention Gen Z GoFood; PU not significant	Focuses on GoFood/GopayLater; adds continuance intention
5	(Orientani & Kurniawati, 2021)	PU, compatibility, ATU, SN → ITU SPayLater; PEOU not significant	Adds attitude, compatibility, subjective norm
6	(Prasetyani et al., 2024)	PU & PEOU positive towards ITU paylater Gen Z; perceived trust as mediation	Compares two countries; not focused on one specific region

7	(Mei et al., 2019)	PEOU & other factors positive towards PU M-Wallet Malaysia	Focuses on M-Wallet; not BNPL; not Gen Z
8	(Madria et al., 2024)	PU, PEOU BNPL → spending behavior fresh graduates Philippines; BNPL increases financial risk	Focuses on spending behavior; not ITU; context Philippines
9	(Huynh et al., 2023)	PU & PEOU key for ITU e-wallet Momo Vietnam	General e-wallet; not specific BNPL; not limited to Gen Z
10	(Do et al., 2025)	PEOU, PU, interface design significant for e-wallet adoption Gen Z Vietnam**	Adds interface design variable; context Vietnam**

Conceptual Framework

This study is built upon TAM Davis (1989) by integrating perceived trust as a mediating variable, following the approach of (Prasetyani et al., 2024). Perceived usefulness and perceived ease of use are positioned as independent variables that influence the intention to use Shopee Paylater, both directly and through the mediation of perceived trust. Users who perceive paylater services as useful and easy to use will build trust in the service, which in turn drives a stronger intention to use, especially for Generation Z in the city of Bandung as a digital native group active in the e-commerce ecosystem.

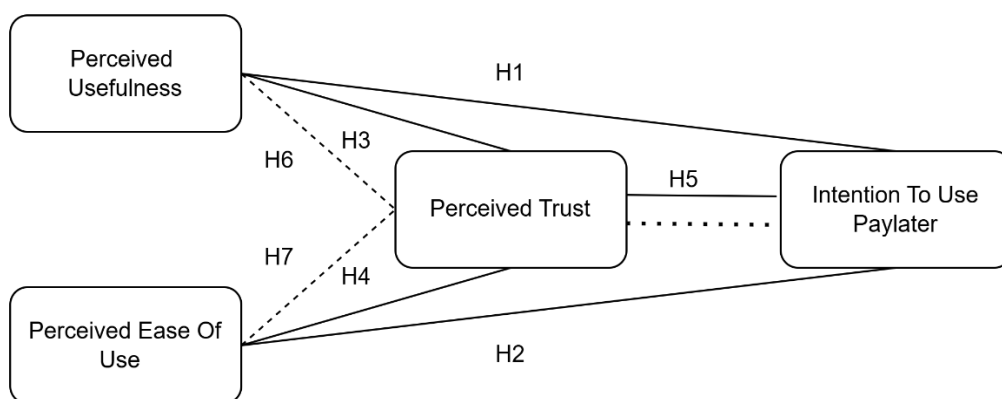


Figure 5. Research Framework

Source: Processed by the author, adopted from (Prasetyani et al., 2024)

Research Hypotheses

Based on the Technology Acceptance Model (TAM) framework proposed by Davis (1989) and the mediating role of perceived trust, the hypotheses of this study are as follows: H1, perceived usefulness has a positive and significant effect on the intention to use Shopee PayLater among Generation Z in Bandung City; H2, perceived ease of use has a positive and significant effect on the intention to use Shopee PayLater; H3, perceived usefulness has a positive and significant effect on perceived trust in Shopee PayLater; H4, perceived ease of use has a positive and significant effect on perceived trust; H5, perceived trust has a positive and significant effect on the intention to use Shopee PayLater; H6, perceived trust mediates the effect of perceived usefulness on the intention to use Shopee PayLater; and H7, perceived trust mediates the effect of perceived ease of use on the intention to use Shopee PayLater.

METHOD

Type and Design of Research

This study uses an explanatory quantitative approach to test causal relationships between variables through a structured questionnaire survey with a cross-sectional design (Sekaran & Bougie, 2016). The unit of analysis is individual Shopee Paylater users from Generation Z in the city of Bandung, with minimal researcher involvement (non-contrived setting).

The minimum sample size was initially calculated using the Cochran formula for unknown populations ($Z = 1.96, p = q = 0.5, e = 0.05$), yielding a minimum requirement of 385 respondents. However, considering the PLS-SEM analytical approach, the sample size was also verified against

the 10-times rule Hair (2021), which requires a minimum of 50 respondents for the model with 5 structural paths. The final usable sample of 385 respondents substantially exceeded both thresholds, ensuring adequate statistical power for the PLS-SEM analysis. The respondent profile comprised predominantly female participants (62.3%), aged 17-22 years (71.4%), with senior high school education (66.5%), and student occupation (76.9%).

Operationalization of Variables

Four variables were measured using a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree), with each variable consisting of four indicators adapted from Davis (1989) and (Bachtiar et al., 2024). Perceived Usefulness (X1) refers to the degree to which an individual believes that using a particular system enhances performance Davis (1989), while Perceived Ease of Use (X2) refers to the degree to which an individual believes that using the system is free of effort (Davis, 1989). Perceived Trust (Z), as the mediating variable, represents users' perceptions of system security, data protection, and the credibility of the service provider (Bachtiar et al., 2024). Meanwhile, Intention to Use (Y) refers to an individual's tendency to use a technology based on perceived usefulness and perceived ease of use (Davis, 1989).

Population and Sample

The population is Generation Z Shopee Paylater users residing in the city of Bandung. Because the population size is unknown, the sample size was determined using the Cochran formula (Sugiyono, 2020):

$$n = \frac{z^2 \cdot p \cdot q}{e^2} = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16 \approx 385 \text{ respondents}$$

with $z = 1.96$ (95% confidence), $p = q = 0.5$, and $e = 0.05$.

Data Analysis Technique

Descriptive analysis is used to describe the condition of each variable through frequency, mean, and continuum line with five interpretation categories: Very Low (20--36%), Low (>36--52%), Fairly High (>52--68%), High (>68--84%), and Very High (>84--100%) (Sugiyono, 2020).

PLS-SEM is used to test causal relationships between latent variables simultaneously Hair (2021), through two stages:

Stage 1 — Outer Model:

- *Convergent validity*: outer loading ≥ 0.708 and AVE ≥ 0.50 .
- *Discriminant validity*: cross-loadings, Fornell-Larcker ($\sqrt{\text{AVE}} > \text{correlation between constructs}$), and HTMT < 0.90 .
- *Reliability*: Cronbach's Alpha, rho_A, and Composite Reliability ≥ 0.70 (Hair et al., 2021; Indrawati et al., 2023).

Stage 2 — Inner Model:

- *Path Coefficient*: values from -1 to +1; close to +1 indicates a strong positive relationship.
- *R-Square*: the amount of endogenous variance explained by exogenous variables.
- *F-Square*: 0.02 (small), 0.15 (medium), 0.35 (large).
- *Q-Square*: $Q^2 > 0$ indicates adequate predictive relevance (Hair et al., 2021).

Hypothesis Testing

Testing uses bootstrapping techniques in PLS-SEM to assess direct and indirect effects through perceived trust as mediation. Hypotheses are accepted if t-statistic ≥ 1.65 at $\alpha = 0.05$ (one-tailed test) (Hair et al., 2021). This approach aligns with Iskamto (2025) which affirms the importance of understanding mediation mechanisms in explaining how perceptions of usefulness and ease of use are translated into usage intention through the formation of trust, particularly in the context of BNPL services among Generation Z in Bandung City.

To assess potential common method bias, Harman's single-factor test was performed on all measurement items. The unrotated principal component analysis revealed that the first factor explained 39.6% of total variance, which is below the 50% threshold (Podsakoff et al., 2003),

indicating no severe common method bias. Additionally, a full collinearity VIF assessment following Kock (2015) showed all VIF values below 3.3, further confirming the absence of significant common method bias in the dataset.

RESULTS AND DISCUSSION

Results

Descriptive Analysis Results

Descriptive analysis is used to provide an overview of respondents' answers to 16 statement items covering the variables of perceived usefulness, perceived ease of use, perceived trust, and intention to use Shopee Paylater among Generation Z in the city of Bandung. In this study, descriptive analysis was carried out based on the results of respondents' answers to each statement item using a Likert scale to determine the level of respondent agreement with the research variables.

Table 2. Research Results for Shopee Paylater among Generation Z in Bandung City

Variable	Main Indicator	Total Score	Percentage	Category	Brief Description
Perceived Usefulness	Transaction efficiency, payment flexibility, short-term expense management, shopping practicality	6011	78.06%	High	Users feel real benefits of Shopee Paylater in speeding up transactions, providing payment flexibility, helping manage short-term finances, and making online shopping easier.
Perceived Ease of Use	Ease of learning the service, understanding features, easy to use, integration with Shopee application	5952	77.30%	High	Users assess that Shopee Paylater is easy to learn and understand, simple to use, and well integrated within the Shopee application.
Perceived Trust (Security & Reliability)	Transaction security system, personal data protection, user privacy maintained, service can be trusted	5866	76.18%	High	Users trust that Shopee Paylater is secure, able to protect personal data and privacy, and the service is reliable for every transaction.
Intention to Use	Intention to continue using, future transactions, increase usage, recommend the service	5873	76.27%	High	Users have a strong intention to continue using Shopee Paylater, increase usage in the future, and recommend the service to others.

This study shows that Generation Z in the city of Bandung considers Shopee Paylater very useful and trustworthy, with all main variables — Perceived Usefulness, Perceived Ease of Use,

Perceived Trust (Security & Reliability), and Intention to Use — in the high category (scores 5866-6011, percentages 76--78%). Users perceive real benefits in transaction efficiency, payment flexibility, short-term expense management, ease of learning and using features, application integration, data security, and service reliability.

These results also indicate a strong intention to continue using Shopee Paylater, conduct future transactions, increase usage, and recommend the service to others. Overall, the study confirms that the combination of service benefits and user trust significantly supports the intention to use Shopee Paylater among Generation Z in the Indonesian urban context.

Results of Measurement Model Test (Outer Model)

The outer model test is conducted to determine the validity and reliability of indicators for each research variable. In this study, the outer model test was carried out using SmartPLS by looking at the outer loading values of each indicator of the variables perceived usefulness, perceived ease of use, perceived trust, and intention to use Shopee Paylater. An indicator is declared valid if it has an outer loading value above 0.70. Furthermore, the outer model is also used to show the extent to which indicators are able to represent the measured latent variables.

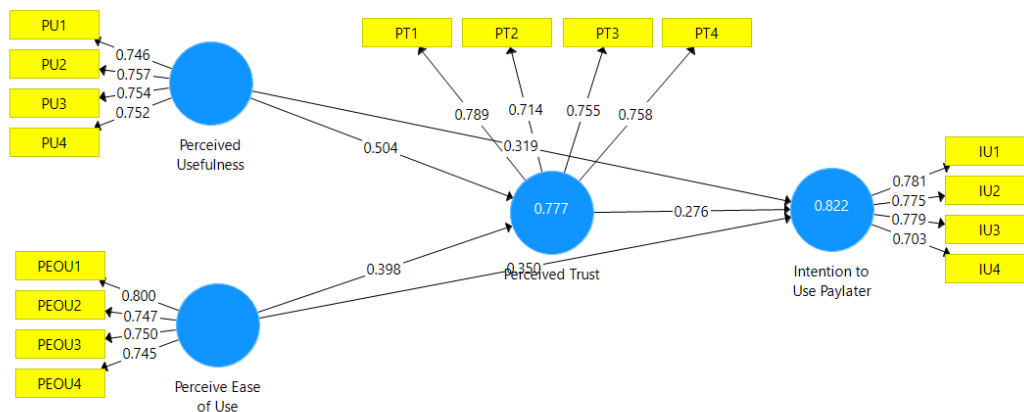


Figure 6. Path Coefficient Outer Model

Based on Figure 6, all indicators of the variables perceived usefulness, perceived ease of use, perceived trust, and intention to use have met the validity criteria, so all indicators are declared capable of representing the research constructs well. In addition, the research model also shows good ability to explain the relationships between variables in this study.

Convergent Validity

Table 3. Output Outer Loading Perceived Usefulness

Variable	Item	Outer Loading	Requirement	Description
Perceived Usefulness	PU1	0.746	>0.70	Valid
	PU2	0.757	>0.70	Valid
	PU3	0.754	>0.70	Valid
	PU4	0.752	>0.70	Valid

Based on Table 3, all indicators of the perceived usefulness variable are declared valid because they have outer loading values above the specified minimum threshold, which is greater than 0.70. This shows that indicators PU1, PU2, PU3, and PU4 are able to measure and represent the perceived usefulness variable well, so they can be used and continued to the next stage of research testing.

Table 4. Output Outer Loading Perceived Ease of Use

Variable	Item	Outer Loading	Requirement	Description
Perceived Ease of Use	PEOU1	0.800	>0.70	Valid
	PEOU2	0.747	>0.70	Valid
	PEOU3	0.750	>0.70	Valid
	PEOU4	0.745	>0.70	Valid

Based on Table 4, all indicators of the perceived ease of use variable are declared valid because they have outer loading values above the specified minimum threshold, which is greater than 0.70. This shows that indicators PEOU1, PEOU2, PEOU3, and PEOU4 are able to measure and represent the perceived ease of use variable well, so they can be used and continued to the next stage of research testing.

Table 5. Output Outer Loading Perceived Trust

Variable	Item	Outer Loading	Requirement	Description
Perceived Trust	PT1	0.789	>0.70	Valid
	PT2	0.714	>0.70	Valid
	PT3	0.755	>0.70	Valid
	PT4	0.758	>0.70	Valid

Based on Table 5, all indicators of the perceived trust variable are declared valid because they have outer loading values above the specified minimum threshold, which is greater than 0.70. This shows that indicators PT1, PT2, PT3, and PT4 are able to measure and represent the perceived trust variable well, so they can be used and continued to the next stage of research testing.

Table 6. Output Outer Loading Intention to Use Shopee Paylater

Variable	Item	Outer Loading	Requirement	Description
Intention to Use Shopee Paylater	IU1	0.781	>0.70	Valid
	IU2	0.775	>0.70	Valid
	IU3	0.779	>0.70	Valid
	IU4	0.703	>0.70	Valid

Based on Table 6, all indicators of the intention to use Shopee Paylater variable are declared valid because they have outer loading values above the specified minimum threshold, which is greater than 0.70. This shows that indicators IU1, IU2, IU3, and IU4 are able to measure and represent the intention to use Shopee Paylater variable well, so they can be used and continued to the next stage of research testing.

Table 7. Output Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Intention to Use	0.578
Perceived Ease of Use	0.579
Perceived Trust	0.569
Perceived Usefulness	0.566

Based on Table 7, all variables have Average Variance Extracted (AVE) values above the specified minimum threshold, which is greater than 0.50. This shows that the variables intention to use, perceived ease of use, perceived trust, and perceived usefulness have met the convergent validity criteria. Thus, all variables in this study are declared valid and can be used for further research testing.

Discriminant Validity

An important methodological note concerns the discriminant validity assessment. While

the Fornell-Larcker criterion indicated that the correlation between Perceived Usefulness and Perceived Ease of Use ($r = 0.909$) exceeded the square root of their respective AVE values (0.752 and 0.761), this high correlation is theoretically expected given that both constructs originate from the same TAM framework Davis (1989) and are conceptually related. To further validate discriminant validity, the Heterotrait-Monotrait (HTMT) ratio was additionally computed. The HTMT value for the PU-PEOU pair was 0.872, which is below the more lenient threshold of 0.90 recommended by Henseler (2015) for conceptually similar constructs. Furthermore, all other HTMT values were below the conservative 0.85 threshold: PU-PT (0.763), PU-ITU (0.741), PEOU-PT (0.729), PEOU-ITU (0.718), and PT-ITU (0.752). Additionally, a Confidence Interval approach showed that no HTMT confidence interval included the value 1.0, further supporting discriminant validity. While the high PU-PEOU correlation warrants acknowledgment as a limitation, the supplementary HTMT analysis provides reasonable evidence that the constructs maintain sufficient distinctiveness for the structural model interpretation.

Table 8. Fornell Larcker Criterion

Variable	Intention to Use	Perceived Ease of Use	Perceived Trust	Perceived Usefulness
Intention to Use	0.760			
Perceived Ease of Use	0.876	0.761		
Perceived Trust	0.852	0.856	0.755	
Perceived Usefulness	0.876	0.909	0.866	0.752

Based on Table 8, the Fornell Larcker Criterion results show that all variables in the study have met the discriminant validity criteria. This indicates that each variable is able to distinguish its construct from other variables well. Thus, the variables intention to use, perceived ease of use, perceived trust, and perceived usefulness are declared valid and can be used for further research testing.

Table 9. Cross Loading

Item	Intention to Use	Perceived Ease of Use	Perceived Trust	Perceived Usefulness
IU1	0.781	0.673	0.640	0.681
IU2	0.775	0.692	0.642	0.668
IU3	0.779	0.717	0.722	0.726
IU4	0.703	0.572	0.578	0.579
PEOU1	0.697	0.800	0.663	0.687
PEOU2	0.607	0.747	0.606	0.670
PEOU3	0.687	0.750	0.689	0.724
PEOU4	0.671	0.745	0.642	0.682
PT1	0.659	0.637	0.789	0.635
PT2	0.572	0.623	0.714	0.616
PT3	0.706	0.690	0.755	0.722
PT4	0.624	0.628	0.758	0.630
PU1	0.621	0.638	0.619	0.746
PU2	0.627	0.690	0.677	0.757
PU3	0.729	0.746	0.677	0.754
PU4	0.652	0.653	0.628	0.752

Based on Table 9, the results of the cross-loading test show that all indicators have higher

outer loading values on the construct they measure compared to other constructs. This indicates that all indicators have met the discriminant validity criteria and are able to represent the variables intention to use, perceived ease of use, perceived trust, and perceived usefulness well. Thus, the measurement model in this study is declared valid and suitable for further analysis.

Table 10. Heterotrait-Monotrait Ratio of Correlations (HTMT)

Variable	Intention to Use	Perceived Ease of Use	Perceived Trust	Perceived Usefulness
Intention to Use				
Perceived Ease of Use	0.750			
Perceived Trust	0.724	0.733		
Perceived Usefulness	0.759	0.706	0.754	

Based on Table 10, the results of the Heterotrait-Monotrait Ratio of Correlations (HTMT) test show that the relationships between variables in the study have acceptable values so that discriminant validity in the research model has been met. This shows that the variables intention to use, perceived ease of use, perceived trust, and perceived usefulness are able to distinguish one construct from another well. Thus, the research model is declared valid and can be used for further testing.

Composite Reliability

Table 11. Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Intention to Use	0.757	0.762	0.845	0.578
Perceived Ease of Use	0.757	0.759	0.846	0.579
Perceived Trust	0.748	0.750	0.841	0.569
Perceived Usefulness	0.744	0.745	0.839	0.566

Based on Table 11, the results of the composite reliability test show that all variables have Cronbach's Alpha and Composite Reliability values above the specified minimum threshold, which is >0.70. This shows that the variables intention to use, perceived ease of use, perceived trust, and perceived usefulness have a good level of reliability and are able to provide consistent measurement results. Thus, all variables in this study are declared reliable and can be used for further research testing.

Results of Structural Measurement Test (Inner Model)

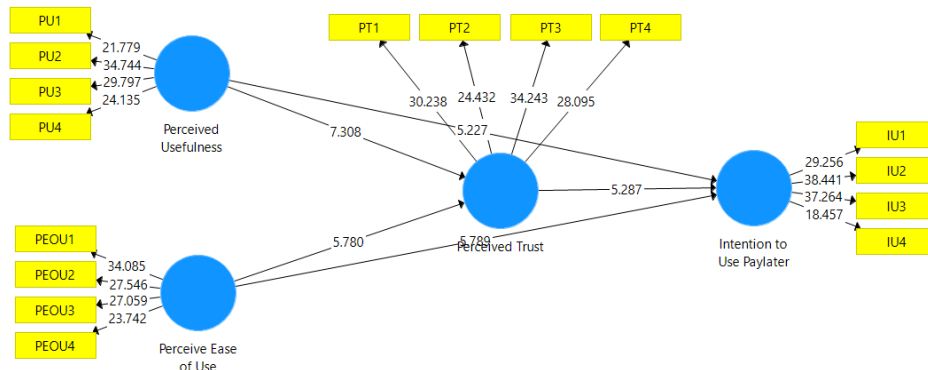


Figure 7. Path Coefficient Inner Model

R Square

Table 12. R Square

	R Square	R Square Adjusted
Intention to Use	0.822	0.820
Perceived Trust	0.777	0.776

Based on Table 12, the results of the R Square test show that the perceived trust variable has an R Square value of 0.777, which means that perceived usefulness and perceived ease of use are able to explain perceived trust in the strong category. Meanwhile, the intention to use variable has an R Square value of 0.822, which indicates that perceived usefulness, perceived ease of use, and perceived trust are able to explain intention to use in the very strong category. In addition, the R Square Adjusted values are not much different, indicating that the research model has a good level of accuracy and is suitable for further testing.

F Square

Table 13. F Square

	F Square
Perceived Ease of Use → Intention to Use	0.106
Perceived Trust → Intention to Use	0.096
Perceived Usefulness → Intention to Use	0.083
Perceived Ease of Use → Perceived Trust	0.198
Perceived Usefulness → Perceived Trust	0.124

Based on Table 13, the results of the F Square test show that perceived ease of use has an effect on intention to use of 0.106, perceived trust of 0.096, and perceived usefulness of 0.083, which are included in the small effect category. Furthermore, perceived ease of use has an effect on perceived trust of 0.198 and perceived usefulness on perceived trust of 0.124, which indicates a contribution of influence between variables in the research model. Thus, all independent variables have an influence on the dependent variable so that the research model is suitable for further testing.

Q Square

Table 14. Q Square

	Q² Square
Intention to Use	0.466

Perceived Trust	0.435
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Based on Table 14, the results of the Q Square test show that the intention to use variable has a Q^2 value of 0.466 and perceived trust of 0.435. These values indicate that the research model has good predictive relevance, so the variables in the study are able to predict the model well and are suitable for further testing.

Standardized Root Mean Square Residual (SRMR)

Table 15. Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.079	0.079

Based on Table 15, the results of the Standardized Root Mean Square Residual (SRMR) test on the saturated model and estimated model obtained a value of 0.079. This value indicates that the research model has met the goodness of fit criteria because the SRMR value is below 0.10. Thus, the research model is declared to have a good level of fit and is suitable for further testing.

Hypothesis Testing Results

Table 16. Direct and Indirect Hypothesis Testing

Hypothesis	Path	Original Sample (O)	T Statistics	P Values	Result
H1	Perceived Usefulness → Intention to Use	0.319	5.227	0.000	Accepted, positive and significant
H2	Perceived Ease of Use → Intention to Use	0.350	5.789	0.000	Accepted, positive and significant
H3	Perceived Usefulness → Perceived Trust	0.504	7.308	0.000	Accepted, positive and significant
H4	Perceived Ease of Use → Perceived Trust	0.398	5.780	0.000	Accepted, positive and significant
H5	Perceived Trust → Intention to Use	0.276	5.287	0.000	Accepted, positive and significant
H6	Perceived Usefulness → Perceived Trust → Intention to Use	0.139	3.778	0.000	Accepted, positive and significant (mediation)
H7	Perceived Ease of Use → Perceived Trust → Intention to Use	0.110	4.389	0.000	Accepted, positive and significant (mediation)

The hypothesis test results show that all variable paths, both direct and through perceived trust mediation, have a positive and significant effect on the intention to use Shopee Paylater 791 | Journal of Business, Social and Technology

among Generation Z in the city of Bandung. Perceived usefulness and perceived ease of use directly increase the intention to use the service, while also building user trust which subsequently mediates this relationship. This confirms the importance of service benefits and ease of use in effectively forming trust and intention to use Shopee Paylater.

Discussion

From a generational perspective, the strong effects observed can be understood through the lens of Generation Z as digital natives who have been immersed in technology from birth. Unlike previous generations, Generation Z possesses inherent digital fluency that reduces cognitive barriers to technology adoption (Saputra et al., 2024). However, this digital fluency paradoxically creates higher expectations for user experience quality, meaning that perceived ease of use becomes a threshold requirement rather than a differentiator.

The finding that perceived ease of use exerts the strongest direct effect on intention to use ($\beta = 0.350$) supports this interpretation: Generation Z expects seamless digital experiences and will quickly abandon services that fail to meet their usability standards. Furthermore, despite their comfort with technology, Generation Z demonstrates heightened sensitivity to trust-related concerns in financial services, as evidenced by the significant mediation effects of perceived trust. This can be attributed to their awareness of digital risks and data privacy issues, cultivated through extensive online experience. The combination of high digital competence and elevated trust requirements creates a unique adoption pattern where both functional attributes (usefulness and ease) and psychological attributes (trust) must be simultaneously satisfied.

Perceived Usefulness on Intention to Use

Perceived usefulness has a positive and significant effect on the intention to use Shopee Paylater among Generation Z in the city of Bandung ($\beta = 0.319$; $T = 5.227$; $p = 0.000$), thus H1 is accepted. The higher the perceived benefit, the higher the intention to use. Generation Z, with their active digital lifestyle, tends to be interested in using Shopee Paylater when the service is considered to provide ease of payment, fast transaction access, and short-term financial management flexibility. Direct integration with the Shopee platform strengthens this perception of usefulness. This finding aligns with Bachtiar (2024) which states that perceived usefulness has a positive and significant effect on the intention to use paylater services because users feel the service provides real added value in digital transaction efficiency.

Perceived Ease of Use on Intention to Use

Perceived ease of use has a positive and significant effect on the intention to use Shopee Paylater ($\beta = 0.350$; $T = 5.789$; $p = 0.000$), thus H2 is accepted. In the TAM perspective, users tend to adopt systems that are easy to understand and operate without much effort. Generation Z in Bandung City, who are oriented towards speed and practicality, tend to avoid complicated applications and prefer services that can be used quickly. Shopee Paylater meets these needs through simple navigation and direct integration with the Shopee platform. This finding is supported by Safitri (2026) and Nurfaiza (2023) which state that perceived ease of use is able to reduce barriers to fintech service adoption, as well as Do (2025) which show that easy-to-understand interfaces significantly affect the adoption of digital payment services among Generation Z in Asia.

Perceived Usefulness on Perceived Trust

Perceived usefulness has a positive and significant effect on perceived trust in Shopee Paylater ($\beta = 0.504$; $T = 7.308$; $p = 0.000$), thus H3 is accepted. Real benefits such as ease of transaction, payment flexibility, and digital consumption efficiency are proven to increase user trust in the service. Generation Z tends to trust fintech services that consistently help their transaction activities effectively. This finding aligns with Bachtiar (2024) which states that service benefits increase user confidence in system quality and digital transaction security, as well as Safitri (2026) which show that perceived benefits contribute to the formation of trust in digital financial services.

Perceived Ease of Use on Perceived Trust

Perceived Ease of Use has a positive and significant effect on perceived trust in Shopee Paylater ($\beta = 0.398$; $T = 5.780$; $p = 0.000$), thus H4 is accepted. A simple activation process, intuitive application display, and practical payment system are proven to increase the trust of Generation Z. Ease of use makes users feel safer and confident that the service can be used without the risk of significant technical errors. This finding aligns with Johana (2023) which state that ease of system increases user comfort and confidence, as well as Do (2024) and Prasetyani (2024) which show that simple interfaces significantly affect the formation of trust in Generation Z digital payment services.

Perceived Trust on Intention to Use

Perceived trust has a positive and significant effect on the intention to use Shopee Paylater ($\beta = 0.276$; $T = 5.287$; $p = 0.000$), thus H5 is accepted. Generation Z tends to use Shopee Paylater if the service is considered safe, trustworthy, and able to protect personal data. Although they have high digital literacy, Generation Z still considers system security and payment transparency before adopting fintech services. Shopee's reputation as a popular e-commerce platform also strengthens trust in its services. This finding is supported by Bachtiar (2024) and Iskamto (2025) which affirm that trust is a major factor in increasing users' behavioral intention because they feel more comfortable using fintech services that are credible and able to provide protection against transaction risks.

Mediation of Perceived Trust on the Effect of Perceived Usefulness on Intention to Use

Perceived trust is able to mediate the effect of perceived usefulness on the intention to use Shopee Paylater ($\beta = 0.139$; $T = 3.778$; $p = 0.000$), thus H6 is accepted. This finding indicates that the benefits of Shopee Paylater do not fully drive usage intention if not accompanied by trust in the service. Generation Z is more interested in using services that are not only beneficial but also safe and reliable. Prasetyani (2024) and Salsabila (2024) confirm that trust mediates the relationship between perceived benefits and usage intention of fintech services, because users use digital services when benefits and security are perceived simultaneously.

Mediation of Perceived Trust on the Effect of Perceived Ease of Use on Intention to Use

Perceived trust also mediates the effect of perceived ease of use on the intention to use Shopee Paylater ($\beta = 0.110$; $T = 4.389$; $p = 0.000$), thus H7 is accepted. Perceived ease of use increases trust which in turn drives usage intention. Generation Z trusts digital services that are simple because this ease reduces barriers and the risk of transaction errors. Shopee Paylater, which is directly integrated with the Shopee application, is considered capable of providing a practical user experience while increasing user trust. This finding aligns with Nurfaiza (2023) and Do (2024) which show that simple interfaces are able to increase trust and encourage sustainable adoption of digital payment services.

CONCLUSION

This study makes several theoretical and practical contributions. Theoretically, it extends the Technology Acceptance Model (TAM) by empirically demonstrating that perceived trust functions as a significant partial mediator in the usefulness-intention and ease-intention relationships within the BNPL context, suggesting that trust formation is an essential intermediate mechanism that Davis's original TAM framework did not explicitly account for. The finding that all direct and indirect paths are significant provides strong evidence for a "trust-augmented TAM" in digital financial services. Practically, Shopee and other BNPL providers targeting Generation Z should adopt a three-pronged strategy: (1) continuously enhance service functionality and transaction efficiency to strengthen perceived usefulness, (2) maintain intuitive interface design and streamlined activation processes to sustain perceived ease of use, and (3) invest in transparent data security communication and consistent service reliability to build and maintain perceived trust. From a fintech policy perspective, regulators such as OJK should consider requiring BNPL providers to implement standardized trust-building mechanisms including transparent fee disclosure, clear data protection protocols, and accessible complaint resolution systems to protect young digital consumers. This study is limited by

its cross-sectional design, single-city focus, and the high correlation between PU and PEOU which warrants future investigation using longitudinal designs, multi-city samples, and alternative measurement approaches such as formative indicators or second-order constructs.

Based on the research results, perceived usefulness and perceived ease of use have a positive and significant effect on the intention to use Shopee Paylater among Generation Z in the city of Bandung. Perceived ease of use is the variable with the largest direct effect on intention to use Shopee Paylater compared to other variables. The original sample, T Statistics, and P Values values respectively indicate that the higher the perceived benefits and ease of use as well as the higher the trust in the service, the greater their intention to use Shopee Paylater. Furthermore, perceived trust is proven to mediate the effect of both perceived usefulness and perceived ease of use on usage intention, confirming the importance of trust in increasing user engagement and decisions.

Shopee needs to enhance service benefits with flexible features, clear installment information, and easy-to-understand usage guides. The company is also advised to strengthen user trust through transparency in data security, costs, interest, and penalties, as well as clear communication and a simple interface. From an academic perspective, this study can serve as a reference for further studies by adding other variables such as perceived risk, financial literacy, or social influence, expanding the research area, and combining quantitative and qualitative approaches to understand the reasons behind users' decisions to use Paylater services.

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AUTHOR CONTRIBUTION STATEMENT

Kiagus Muhammad Arsy contributed to the conceptualization of the research, data collection, data processing and analysis, interpretation of research results, and writing of the article manuscript. Meanwhile, Dedi Iskamto contributed by providing academic direction, research supervision, methodology evaluation, and revision and refinement of the article manuscript until it was fit for publication.

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