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Examining Drivers of GoPay Later Adoption Intentions Among Generation Z Users in Indonesia

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Abstract. This study analyzed factors influencing the behavioral intention to adopt GoPay Later among 124 Gen Z users in Indonesia, employing partial least squares structural equation modeling. The findings revealed that computer self-efficacy and security perceptions significantly shaped perceived ease of use and trust respectively. Additionally, trust and perceived usefulness exhibited positive impacts on GoPay Later usage intentions. However, perceived ease of use, financial cost, security and social influence did not demonstrate significant effects. The results imply balancing convenience with data safeguards and financial prudence as pivotal for customer retention as youth fintech acceptance expands. While confirming generational payment tendencies, further examination of risk-related anxieties and comparative expectations may elucidate avenues for ethical digital financial service design sensitive to emerging consumer needs.

Keywords: GoPay Later, Digital Payment, Behavioral Intention, E-commerce, Generation Z

1. Introduction

In this day and age, Indonesia is witnessing rapid advances in information technology, which is causing changes in culture and social habits. According to (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023), the penetration rate of internet users in Indonesia in 2023 will be 78.19%, with a total of 215 million users, representing a 1.17% increase over the previous year. It was also stated that students, the majority of whom are members of Generation Z, had a penetration rate of 98.88%. This technological advancement has undoubtedly had an impact on a variety of fields. One of the affected fields is digital business in the form of online shops, also known as e-commerce.

E-commerce is a platform that facilitates digital transactions by connecting sellers and buyers via the internet, providing convenience to the public, and making transactions more comfortable (Faradila, 2024). E-commerce has seen extraordinary growth in recent years, owing to the COVID-19 pandemic, which has caused people to shift their daily needs to digital services such as e-commerce.

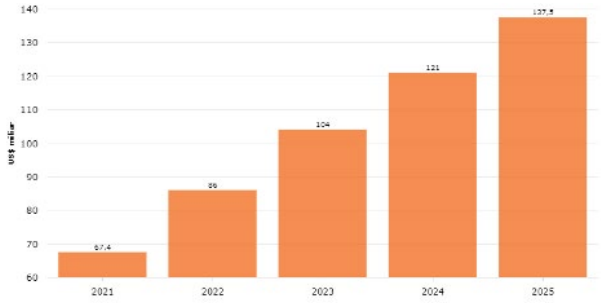

Fig. 1: Estimated Value of E-commerce Transactions in Indonesia
Source: (Pahlevi, 2022)

According to the findings of (Pahlevi, 2022), the Indonesian e-commerce market is expected to be the main growth contributor in Asia Pacific, with a projected increase to US$137.5 billion in 2025, implying a Compound Annual Growth Rate (CAGR) of 25.3%. It was $44.6 billion in 2020. As the Indonesian e-commerce market expands, a new financial technology (fintech) innovation has emerged that allows consumers to purchase goods and services in installments without using a credit card (Prastiwi & Fitria, 2021). This innovation is known as the Buy Now, Pay Later (BNPL) service.

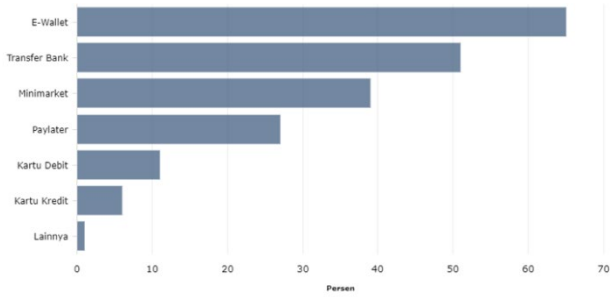

Fig. 2: Digital Payment Method in E-commerce
Source: (Bayu, 2021)

According to (Otoritas Jasa Keuangan, 2017), fintech lending, also known as peer-to-peep lending or online loans, are financial services that connect lenders and borrowers to negotiate loan arrangements directly through electronic networks. Customers can use Paylater to purchase items in installments with a set deadline. In 2021, Paylater ranks fourth as the most popular digital payment method in e-commerce (Bayu, 2021). According to (Jagadhita & Tjhin, 2023), Paylater will have a high penetration rate and a large potential in Indonesia by 2021. Users who have not taken advantage of Paylater in the past have expressed a strong desire to do so in the future. This is demonstrated by the increase in

searches for the keyword "paylater" on Google search, which has been increasing since 2018 (Jagadhita & Tjhin, 2023)

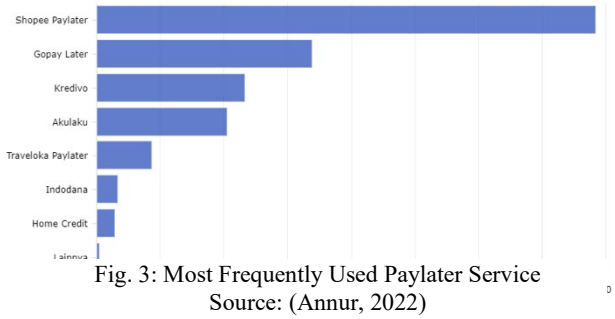

Fig. 3: Most Frequently Used Paylater Service
Source: (Annur, 2022)

The GoTo company emerged from the merger of Gojek Indonesia and Tokopedia. GoTo is a popular Indonesian e-commerce platform that also expanded into Buy Now, Pay Later with their product called GoPay Later. GoPay Later could be considered one of Indonesia's largest and best-known BNPL services. According to (Putra, 2023), GoPay Later is expected to reach more than 70 million active users by 2023.

However, there are still several issues that users face when using the GoPay Later product. For example, the majority of users believe that the late fees charged are extremely high, as GoPay Later immediately fines customers IDR 50,000 on the first day of late payment (Putri & Firdaus, 2023). Customers are disappointed that GoPay Later does not offer a grace period as the last chance for users to make a payment if they completely forget to pay a bill (Pratama, 2023). Furthermore, GoPay Later users complain that their accounts are frequently frozen for no apparent reason, despite the fact that they believe they have never violated GoPay Later regulations. This negative experience with GoPay Later undoubtedly hinders the adoption of GoPayLater in Indonesia, putting them far behind their main competitor Shopee Paylater, which is ranked second as the most widely used BNPL service provider in Indonesia (Annur, 2022).

When utilizing it, the majority of GoPay Later users complain about significant late fees, which start at IDR 50,000 on the first day of late payment (Putri & Firdaus, 2023). This surely shocks and irritates people because the late fee is very expensive and is levied immediately on the first day of late payment with no grace period (Pratama, 2023). Not only that, but users have reported GoTo freezing their accounts for no apparent reason.

Due to high internet penetration among young people, users of BNPL services are dominated by Gen Z, who are aged 17 to 25 years. Compared with ten years ago, people who have a credit card are generally in their 20s and already have a job (Mardiansyah & Mahadi, 2023). However, the presence of Paylater is like a double-edged sword because on the one hand it can make it easier for them to carry out practical and safe digital transactions, but on the other hand it can backfire for those with minimal literacy, which can lead to excessive consumptive behavior (Maudisha, 2023).

Many Generations Z become interested in utilizing Paylater services because they believe it is easier than using a credit card. This is due to the fact that Paylater is easier to use than credit cards, which require cumbersome registration. Aside from that, Gen Z wants to possess the products they want right away, and Paylater is an attractive solution for them. There's also a social incentive to make them feel like they're missing out if they don't use Paylater (Kinanti, 2023).

Thus, research on the growth of Gen Z's behavioral interest in utilizing Paylater as a payment method is essential in light of the rise of digital payments on e-commerce platforms. This research will employ the Technology Acceptance Model (TAM), a popular research model for predicting the use and

acceptance of information systems and technology by individual users, because it has been extensively studied and validated by numerous studies.

2. Literature Review

2.1. Computer Self-Efficacy

(Bandura, 1997) defines self-efficacy as a person's belief in their ability to arrange and carry out a series of actions required to achieve a task. Following this, computer self-efficacy is an assessment of a person's capability and expertise in the computer field to perform information-technology-related jobs. Computer self-efficacy is influenced by three factors: (1) other people's encouragement, (2) other people's use of computers, and (3) support from computer user organizations (Compeau & Higgins, 1995).

The computer self-efficacy variable can be quantified using numerous indicators, such as those used by (Kurniasari et al., 2023), who use indicators of the availability of built-in assistance and the availability of manual guidance references; (Saade & Kira, 2009), who use indicators other people show how to use; (Winarno et al., 2021), which use the capabilities required to use the system indicator.

Research conducted by (Naviera, 2017) proves that there is a link between computer self-efficacy and the desire to use a system or behavioral intention to use. This is due to the fact that computer self-efficacy is vital in creating individual responses to new information technology (Chatterjee & Rose, 2011). Computer self-efficacy is also an excellent predictor of perceived ease of computer use (Kurniasari et al., 2020). As a result, self-efficacy has been shown to have a considerable effect on perceived ease of use. Although digital payment methods have grown dramatically in recent years, public comprehension of how the payment system works remains quite restricted (Kurniasari et al., 2023). Nonetheless, Paylater services in Indonesia will grow over time. Therefore, computer self-efficacy is proven to have a significant effect on perceived ease of use.

H_1: Computer self-efficacy (CSE) has a significant effect on perceived ease of use (PEOU)

2.2. Perceived Ease of Use

According to (Tyas & Darma, 2017), perceived ease of use is a benchmark for someone who believes that computers can be understood and used easily. The variable perceived ease of use can be measured using several indicators, such as those used by (Kurniasari et al., 2023) who use the indicators ease to learn, skillful in using the system, and understandable system. Then (Winarno et al., 2021) used flexible use as an indicator for measuring variables.

The Paylater payment method has a complicated registration process, starting with minor screen navigation problems and transaction problems (Kurniasari et al., 2023). According to (Abdullah et al., 2016; Mwiya, et al., 2017), if BNPL service providers can make their products easier to understand and use, they will be able to attract more potential users.

As an alternate digital payment option, Paylater has a complex registration process. Therefore, the presence of friendly features and complete information can positively influence the use of applications by users (Pillai & Shanmugam, 2021). Previous research conducted by (Naufaldi & Tjokrosaputro, 2020) stated that perceived ease of use has a significant influence on intention to use. Therefore, there is a positive influence of perceived ease of use on the behavioral intention to use GoPay Later.

H_2: Perceived ease of use has a significant effect on behavioral intention to use Paylater

2.3. Perceived Financial Cost

According to (Orientani & Kurniawati, 2021), cost is one of the important factors that influences the intention to use mobile payments. Perceived financial cost is the amount of cost incurred, including initial costs, purchase prices, equipment costs, subscription fees, and transaction costs (Kurniasari et al., 2021). Costs are the biggest hurdle to implementing a service in the context of mobile payments,

particularly Paylater (Kurniasari et al., 2021). One of the reasons customers are hesitant to accept new technologies is the additional cost (Riffai et al., 2012). Some additional charges to consider, as noted in (Gangwani et al., 2022), include the membership fee, maintenance fee, and administrative fee (Agrawal, 2018; Singh & Srivastava, 2018). Therefore, perceived financial costs influence behavioral intention to use positively.

There are several variables that can be used to measure perceived financial cost variables, such as (Sari Y. D., 2013) which uses indicators of affordable price, prices are commensurate with product quality, and prices are competitive with other products. Then (Kurniasari et al., 2023) use more additional chargers as indicators to measure variables.

H_3: Perceived financial cost has a significant effect on behavioral intention to use Paylater

2.4. Security

Security can be said to be the extent to which sensitive data can be sent safely over the internet (Zhang et al., 2019) and consumers' confidence that all their data or personal information will not be misused (Keni et al., 2020). Consumer data security is very important in building consumer trust in digital payment services.

According to (Kurniasari et al., 2023), security variables can be measured using the following indicators: convenience of security concerns and secure information and data, guarantee of no-loss online transactions, and adequate protection features.

Consumers' primary worries when utilizing digital payments are data and privacy issues; thus, they will not be concerned or skeptical when using Paylater systems that ensure data security (Kurniasari et al., 2023). According to (Safira & Kusumawati, 2019), perceived security is one of the most significant factors that motivate consumers to use technology. According to studies (Zhang et al., 2019; Putri & Suardikha, 2020; Hibban & Utami, 2022), perceived security effects consumer intents to use Paylater, while a secure Paylater system promotes consumer trust, which increases Paylater adoption. Therefore, security concerns have a huge impact on user trust in the platform.

H_4: Perceived security has a significant effect on trust

H_5: Perceived security has a significant effect on behavioral intention to use Paylater

2.5. Trust

Because it entails a condition of individual belief in technology, trust is a baseline for assessing behavioral intentions when using a new service or technology (Riffai et al., 2012). For technology users to be more effective in their daily activities, they must have trust (Kurniasari et al., 2023). The customer's lack of trust in the technology (Paylater) leads to a low level of intention to use it (Hossain, 2019). As a result, there is a link between trust and the intention to use new technology. According to (Kurniasari et al., 2023), the trust variable can be measured using the following indicators: speedy information access, openness to customer needs, and effective customer handling. (Bachtiar et al., 2024) research shows that trust has a significant influence on behavioral intention to use, with the higher the public's trust in Paylater services, particularly among Gen Z, the greater their interest in using the service.

H_6: Trust has a significant effect on behavioral intention to use Paylater

2.6. Social Influence

According to (Venkatesh et al., 2003), social influence is defined as the influence that an individual perceives that the people around him have on convincing him to use a new system. Social influence can be divided into two categories: influence from the media and interpersonal influence from the user's social network (Trifiyanto, 2022). According to (Kurniasari et al., 2023), the social influence variable can be measured using the following indicators: the influence of friends, the influence of families, and the influence of social media. Then, according to (Azzahra, 2022), the degree to which the surrounding

environment influences users to use SPayLater and the extent to which SPayLater users can improve a person's image or status in their social environment can be used as indicators to measure variables.

According to research conducted by (Cheng et al., 2018), the majority of e-commerce buyers are the younger generation with internet access because they are more proficient in using Information and Communication Technology (ICT). Because of the ease with which they can access the internet and obtain information, they are easily influenced. A prior study (Meifang et al., 2018) found that suggestions from influencers such as family and relatives had a significant impact on purchasing behavior, which was highly valuable in checking for proper information before making any financial decision. Thus, social influence affects the behavioral intention to use a digital payment platform.

H_7: Social influence has a significant effect on behavioral intention to use Paylater

2.7. Perceived Usefulness

According to (Tulodo & Solichin, 2019), perceived usefulness is the degree to which a person believes that using a system will improve performance, thereby increasing a person's productivity and effectiveness. Perceived usefulness is the degree to which Paylater users believe that using Paylater has advantages in online transactions (Sari R. , 2021). As a result, perceived usefulness affects behavioral intent to use a digital payment platform. According to (Winarno et al., 2021), the social influence variable can be measured using the following indicators: advantages in use, increase effectiveness, usefulness in use. According to research conducted by (Bachtiar et al., 2024), perceived usefulness has a significant positive effect on behavioral intention to use Paylater services, with the more benefits users can obtain, the greater their interest in using the service. This research also reveals that using Paylater provides numerous benefits, such as speeding up work and saving time, which encourages users to use the service.

H_8: Perceived usefulness has a significant effect on behavioral intention to use Paylater

2.8. Behavioral Intention

According to (Trifiyanto, 2022), behavioral intention is a variable used to measure the extent to which users intend to apply the latest system or technology continuously, with the assumption that they have access to information. This is based on the belief that using technology will make work easier, improve performance, and give the user encouragement from the surrounding environment.

Previous research (Fang, et al., 2014) discovered that behavioral intention to use refers to an individual's willingness to do something in the future. According to (Yeboah & Owusu-Prempeh, 2017), behavioral intention to utilize new technology relates to how much technology users believe it has provided them with favorable benefits. According to (Kurniasari et al., 2023), the social influence variable can be measured using the following indicators: willingness to use Traveloka Paylater in the future, increasing usage of Traveloka Paylater, and recommendations to others to use Traveloka Paylater.

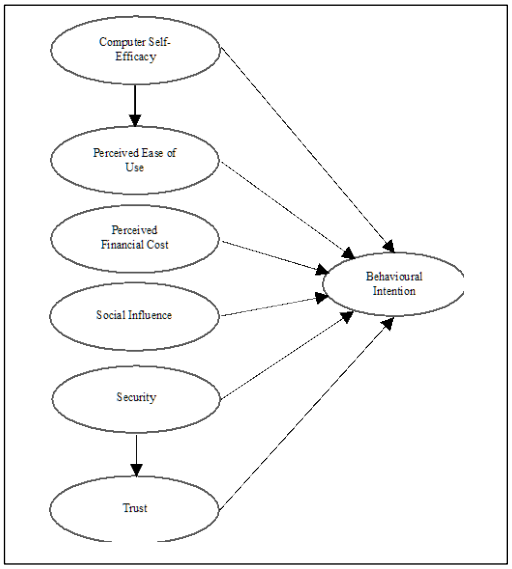

Fig. 4: Previous Research Models
Source: (Kurniasari et al., 2023)

2.9. GoPay Later

GoPay Later is a Buy Now, Pay Later service offered by GoPay on behalf of PT. Multifinance Anak Bangsa that can be used at a variety of online and offline merchants. GoPay Later can be considered one of the market leaders in Indonesia because they offer quite large limits to their users, with the maximum limit being 30 million rupiah. Furthermore, GoPay Later provides a very competitive monthly installment interest rate of 2.0% (Gopay, 2024).

2.10. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was created by Davis in 1989 as an adaptation of the Technology of Reasoned Action (TRA). The goal of the Technology Acceptance Model (TAM) is to explain user behavior across a wide range and populations (Jagadhita & Tjhin, 2023).

The TAM model considers two important elements in computer usage behaviors: perceived usefulness and perceived ease of use. (Davis, 1989) defined perceived usefulness as a prospective user's subjective belief that utilizing a given application system will improve his or her job or life performance. Perceived ease of use refers to a potential user's expectation that the target system will be simple to use. The two most significant variables influencing actual system utilization are perceived ease of use and perceived utility.

2.11. Generation Z

Generation Z or better known as Gen Z is a term used to refer to the group of people born between 1996 and 2012. According to (Dewi & Kurniawan, 2023), those who belong to this generation grew up in the digital era where technology and social media have become an important part of life. they. This is proven by the Gen Z internet penetration rate in Indonesia, which reached 98.88% according to research results (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023).

3. Research Methodology

This study looks at the variables computer self-efficacy, perceived ease of use, perceived financial cost, social impact, security, trust, and perceived utility, which can all influence Generation Z's behavioral intention to use GoPay Later.

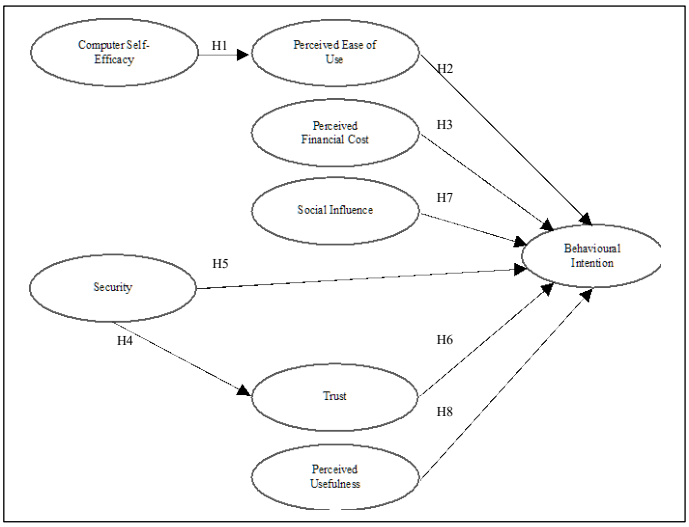

Fig. 5: Research Model

In this research model, the relationship between the computer self-efficacy and behavioral intention variables was removed because the F-Square test carried out by (Kurniasari et al., 2023) stated that there was no effect. Then a new variable was added, namely perceived usefulness because previous research conducted by (Jagadhita & Tjhin, 2023) stated that perceived usefulness has a positive effect on intention to use Paylater.

H_1: Computer self-efficacy (CSE) has a significant effect on perceived ease of use (PEOU)

H_2: Perceived ease of use (PEOU) has a significant effect on behavioral intention (BI) to use Paylater

H_3: Perceived financial cost (PFC) has a significant effect on behavioral intention (BI) to use Paylater

H_4: Perceived security (S) has a significant effect on trust (T)

H_5: Perceived security (S) has a significant effect on behavioral intention (BI) to use Paylater

H_6: Trust (T) has a significant effect on behavioral intention (BI) to use Paylater

H_7: Social influence (SI) has a significant effect on behavioral intention (BI) to use Paylater

H_8: Perceived usefulness (PU) has a significant effect on behavioral intention (BI) to use Paylater

The hypotheses have been developed to examine the impact of perceived ease of use, perceived financial cost, security, trust, social influence, and perceived usefulness on the behavioral intention to use GoPay Later using a quantitative method. Two new hypotheses were developed by taking into account the effects of computer self-efficacy on perceived ease of use and security on trust.

3.1. Data Collection

There are two categories of the data sources used: primary data acquired from respondents' answers to the specified questionnaire and In order to help analysis in this scientific research, secondary data that supplement primary data gathered from a variety of explicit sources, such as past research, journals, paperweights, and relevant papers, are needed.

Table 1: Score Table

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

This preliminary research collected primary data by conducting surveys using questionnaires distributed on a 5-point Likert scale with choices varying from "Strongly Agree", "Agree", "Neutral", "Disagree", and "Strongly Disagree". The data collection for this study utilizes technology such as social media to spread questionnaires to several community groups. Purposive sampling with Google Forms was used to collect data between January 5 and January 23, 2024. According to the criterion, the

respondents are from the Jabodetabek Area (Cities in Indonesia), are over the age of 17, belong to Generation Z, are familiar with the Paylater payment concept, and have used GoPay Later at least once before. Structural Equation Modeling (SEM) was used as a statistical approach, which was then processed using SMART PLS. The study included 125 respondents, but only 124 passed the screening process. The profiles of all participants will be explained in Table 2.

Table 1: Participants Profile

Characteristics	Category	Frequency	Percent
Gender	Male	67	54
	Female	57	46
Age	17 - 20	79	63,7
	21 – 23	30	24,2
	24 – 27	15	12,1
Academic Background	Elementary school	0	0
	Junior high school	0	0
	High school	83	32.3
	Bachelor	40	66,9
	Master	1	0,8
	Doctor	0	0
Occupation	Student	93	75
	Civil servant	9	7,3
	Private officer	13	10,5
	Professional	9	7,3
	Not working	0	0
Frequently used payment method	Bank transfer	67	54
	E-wallet	25	20,2
	Paylater	25	20,2
	Credit card	7	5,6
Length of use	< 1 year	44	35,5
	1 – 2 years	54	43,5
	> 2 years	26	21

3.2. Analysis using PLS-SEM

This study collects data using a survey method, with the items in the questionnaire adjusted to the existing variables, which include 8 variables and 29 indicators. In this study, data is analyzed using the Structural Equation Model (SEM) with the Smart-PLS 4.0 application as a Partial Least Squares (PLS) tool. After collecting respondent data, we use the Smart-PLS 4.0 software application to analyze the data. The first stage is to analyze measurement theory; the measurement model is then validated by assessing each factor's convergent validity and reliability. The next step, structural theory, comprises evaluating the provided hypotheses and investigating the links between the latent variables.

Table 2: Indicator of each variable

Variable	Indicator	
Computer Self-Efficacy	The capabilities required to use the system	CSE1
	Availability of build-in assistance	CSE2
	Availability of manual guidance reference	CSE3
	Other people show how to use GoPay Later	CSE4
Perceived Ease of Use	Ease to learn	PEOU1

	Understandable system	PEOU2
	Flexible use	PEOU3
	Skilful in using the system	PEOU4
Perceived Financial Cost	Affordable price	PFC1
	Prices are commensurate with product quality	PFC2
	Prices are competitive with other products	PFC3
	More additional charges	PFC4
Social Influence	Friends influence	SI1
	Families influence	SI2
	Social media influence	SI3
	Environment influence	SI4
	GoPay Later influence on a person status in their social environment	SI5
Security	Convenient security considerations and secure information and data	S1
	Guaranteed no-loss online transaction	S2
	Adequate protective features	S3
Trust	Rapid information access	T1
	Openness for cust needs	T2
	Problem handling	T3
Perceived Usefulness	Advantages in use	PU1
	Increase effectiveness	PU2
	Useful in use	PU3
Behavioral Intention	Willingness to use GoPay Later in the future	BI1
	Increase usage of GoPay Later	BI2
	Recommendation to others to use GoPay Later	BI3

3.3. Validity and Reliability Testing

To evaluate convergent validity, the average variance extracted (AVE) was calculated. It is advised that the AVE exceed 0.5 (Fornell & Lacker, 1981). Any factor less than 0.5 must be deleted, and the model should be rerun. Cronbach's alpha was used to evaluate reliability; the value of cronbach's alpha or composite reliability (CR) must be better than 0.7; however, a value of 0.6 is still acceptable in exploratory investigations.

4. Research Findings and Discussion

4.1. Validity and Reliability Test

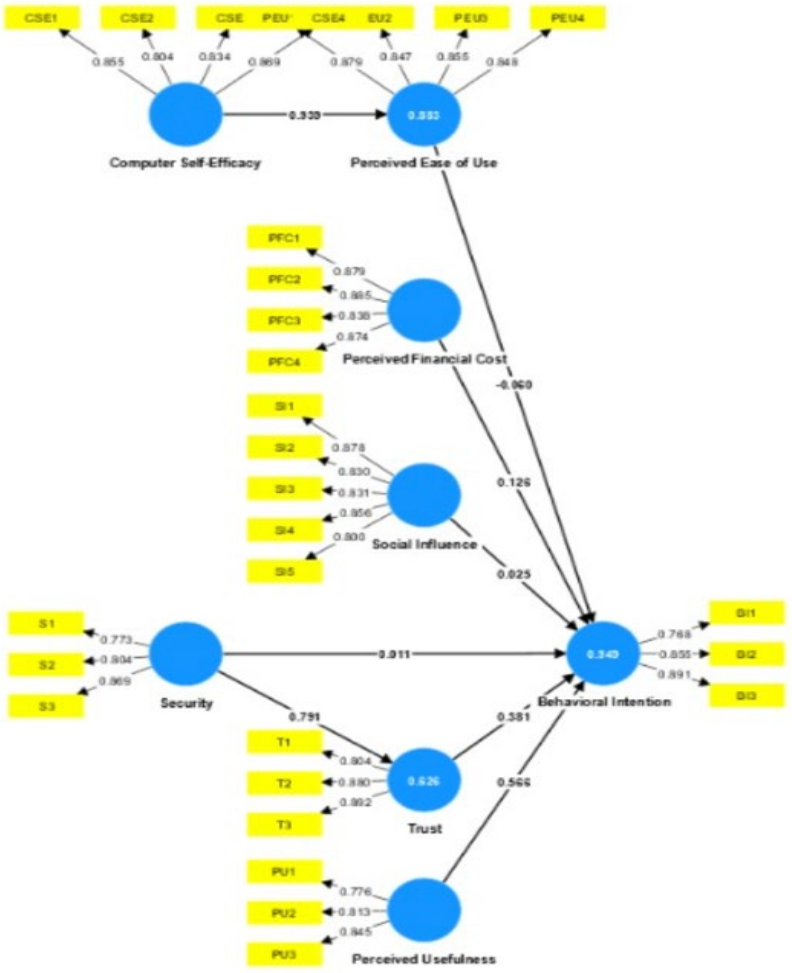

Fig. 6: Outer loading results

Validity and reliability tests are performed to assess the accuracy and consistency of the method used in this study, specifically how accurately and consistently respondents answered questionnaire questions. This study will use convergent and discriminant validity to test the validity of the loading factors and average variance extracted (AVE). When the loading factors value exceeds 0.7 and the AVE exceeds 0.5, an indicator is considered to have a high level of validity and meets the convergent validity criteria.

Table 4 displays the convergent validity result, which shows that all variables have an AVE > 0.5 with values ranging from 0.659 to 0.756, and all indicators have loading factors > 0.7 with values ranging from 0.773 to 0.892. According to the above result, each variable and indicator is valid for convergent validity.

Table 3: Validity test

Variable	Indicator	Loading Factor	AVE	Result
Computer Self-Efficacy	CSE1	0.855	0.707	Valid
	CSE2	0.804		
	CSE3	0.834		
	CSE4	0.869		
Perceived Ease of Use	PEUO1	0.879	0.735	Valid
	PEUO2	0.847		
	PEUO3	0.855		

	PEUO4	0.848		
Perceived Financial Cost	PFC1	0.879	0.756	Valid
	PFC2	0.885		
	PFC3	0.838		
	PFC4	0.874		
Social Influence	SI1	0.878	0.704	Valid
	SI2	0.830		
	SI3	0.831		
	SI4	0.856		
	SI5	0.800		
Security	S1	0.773	0.666	Valid
	S2	0.804		
	S3	0.869		
Trust	T1	0.804	0.739	Valid
	T2	0.880		
	T3	0.892		
Perceived Usefulness	PU1	0.776	0.659	Valid
	PU2	0.813		
	PU3	0.845		
Behavioral Intention	BI1	0.768	0.705	Valid
	BI2	0.855		
	BI3	0.891		

Cronbach's alpha and composite reliability are used to assess reliability in this study. A variable is considered valid if the cronbach's alpha and omposite reliability values are greater than 0.7. In this study, a reliability test was performed, and the results were favorable. The variables of computer self-efficacy, perceived ease of use, perceived financial cost, social influence, security, trust, perceived usefulness, and behavioral intention to use are valid, with cronbach's alpha values ranging from 0.751 to 0.896 and composite reliability values of 0.791 to 0.925.

Table 5: Reliability test

Variable	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)	Result
Computer Self-Efficacy	0.862	0.864	0.906	Reliable
Perceived Ease of Use	0.880	0.880	0.917	Reliable
Perceived Financial Cost	0.893	0.910	0.925	Reliable
Social Influence	0.896	0.906	0.922	Reliable
Security	0.775	0.896	0.857	Reliable
Trust	0.822	0.828	0.894	Reliable
Perceived Usefulness	0.751	0.791	0.853	Reliable
Behavioral Intention	0.788	0.793	0.877	Reliable

4.2. R-Square & F-Square Test

The adjusted r-square for behavioral intention to use is 0.947. This means that 94.7% of the behavioral intention can be explained by the variables perceived ease of use, perceived financial cost, social influence, security, trust, and perceived usefulness, with the remaining 5.3% influenced by other independent variables not included in this study. The computer self-efficacy variable explains 88.2% of the perceived ease of use variable, while the security variable accounts for 62.3% of the trust variable.

Table 6: F-square test

Variable	R-Square	Adjusted R-Square
BI	0.949	0.947
PEOU	0.883	0.882
T	0.626	0.623

According to the F-Square test, perceived usefulness and trust have the highest effect on behavioral intention, followed by computer self-efficacy, which has the highest effect on perceived ease of use, and the security variable, which also has the highest impact on trust. The variables perceived usefulness, perceived financial cost, and social influence have little effect on behavioral intention. Meanwhile, the security variable had no effect on behavioral intention.

Table 7: R-square test

Variable	F-Square	Result
CSE → PEOU	7.512	High Effect
PEOU → BI	0.013	Low Effect
PFC → BI	0.050	Low Effect
PU → BI	0.705	High Effect
S → BI	0.000	No Effect
S → T	1.676	High Effect
SI → BI	0.007	Low Effect
T → BI	0.669	High Effect

4.3. Path Coefficient

The study used path coefficient testing to determine the direct or indirect effect of each hypothesis. The path coefficient results show that the variables perceived financial cost, social influence, security, trust, and perceived usefulness all had a positive direct effect on behavioral intention to use, whereas perceived ease of use had an indirect effect. Meanwhile, computer self-efficacy had a direct effect on perceived ease of use, as did the security variable on trust. Security has the smallest direct effect on behavioral intention (0.011) and the greatest direct effect on trust (0.791). Furthermore, the path coefficient results show that the security variable has the greatest impact on trust, among others.

Table 8: Path coefficient test

-	BI	CSE	PEOU	PFC	PU	S	SI	T
BI								
CSE			0.939					
PEOU	-0.060							
PFC	0.126							
PU	0.566							
S	0.011							0.791
SI	0.025							
T	0.381							

4.4. Hypothesis Analysis

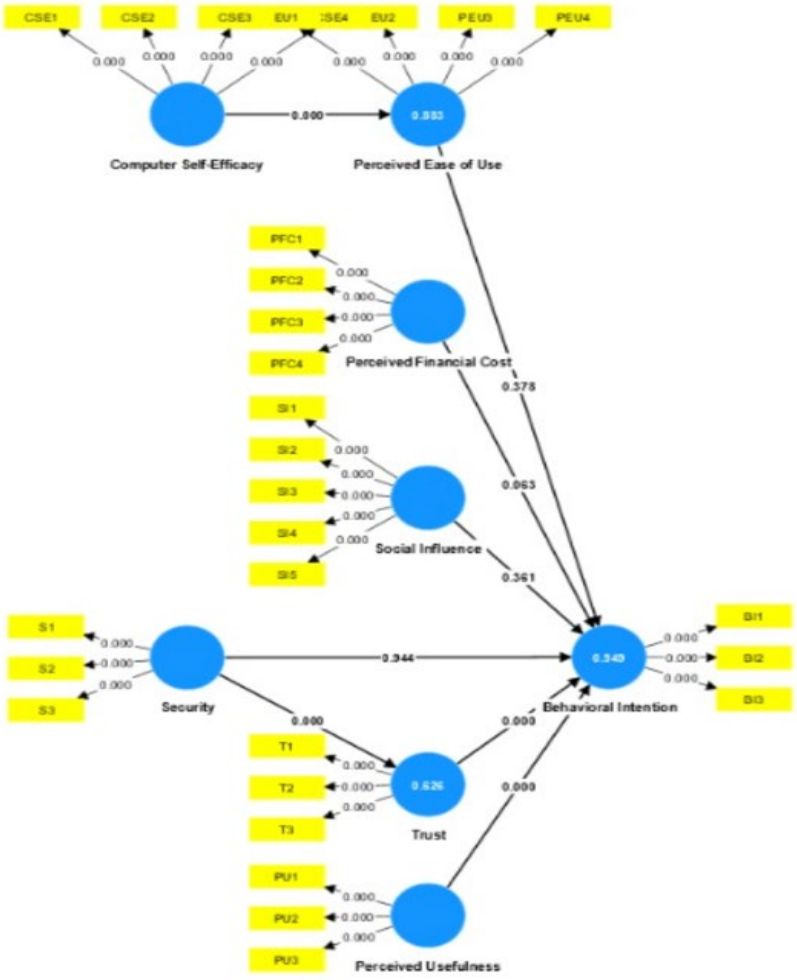

Fig. 7: Bootstrapping results

This study will use path coefficient values to conclude its hypothesis analysis. It is carried out to see if there are any relationships between the variables. A higher value indicates a stronger relationship between these variables and a greater impact on the relationship between latent constructs. A hypothesis can be accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05.

Table 9: Hypothesis test

	Hypothesis	Original Sample	T-Statistic	P-Value	Findings
H1	CSE →PEOU	0.939	93,770	0,000	Accepted
H2	PEUO → BI	-0.060	0,881	0,378	Rejected
H3	PFC → BI	0,126	1,862	0,063	Rejected
H4	S → T	0,791	37,797	0,000	Accepted
H5	S → BI	0,011	0,070	0,944	Rejected
H6	T → BI	0,381	5,243	0,000	Accepted
H7	SI → BI	0,025	0,914	0,361	Rejected
H8	PU → BI	0,566	4,264	0,000	Accepted

In hypothesis testing using t-statistics and p-values from Structural Equation Modeling (SEM) calculations, it was discovered that computer self-efficacy had a significance value of 0.00 and a t-statistic value of 93.770. As a result, we can conclude that computer self-efficacy has a significant impact on perceived ease of use when using GoPay Later so that Hyphothesis 1 is accepted. This study's findings are consistent with (Ariff et al., 2012), which state that providers of services should pique

people's interest by giving training on how to utilize and adopt the service, as well as help them trust the system. The majority of respondents say they are already familiar with the paylater system in general, but the availability of built-in help and manual guidance makes it easier for users to use or adopt a service or technology.

Second, the variable perceived ease of use has a significance value of 0.378 and a t-statistic value of 0.881. This demonstrates that perceived ease of use has no significant effect on behavioral intention to use GoPay Later, so Hypothesis 2 is rejected. The results of the f-square test revealed that perceived ease of use had a low effect on behavioral intention, which contradicted the findings of (Winarno et al., 2021), who found a strong relationship between these two variables. According to the TAM theory, perceived ease of use is an important factor in adopting new technology. Based on the study, the ease of understanding or operating a service does not guarantee an increase in behavioral intention to use GoPay Later. In this case, GoPay Later has the potential to increase their behavioral intention to use by improving or adding new features that make it easier for users to use their system. For example, improved built-in assistance makes it easier for users to learn the system at first use. GoPay Later also offers live video call support, which is more interactive than the current chat support. It is expected that by providing live video call support, users will be able to overcome problems more easily and quickly, allowing GoPay Later to stay ahead of the competition.

Third, the tests conducted revealed that the perceived financial costs variable has a significance value of 0.063 and a t-statistic value of 1.862. As a result, it can be concluded that perceived financial costs have no significant effect on behavioral intention to use GoPay Later, thereby rejecting Hypothesis 3. According to the f-square test, perceived financial costs have a low effect on behavioral intention to use GoPay Later, implying that even if additional charges are incurred, it is unlikely that this individual's behavioral intention to utilize GoPay Later will increase. When using Paylater services, users must pay a variety of additional fees, including interest, administrative fees, late fees, and others. To stay competitive, GoPay Later must maintain a low additional cost. Then, to improve the quality of the GoPay Later service, they can increase the limits they provide to users, encouraging them to transact more frequently and for larger amounts.

Fourth, the tests showed that security has a significance value of 0.00 and a t-statistic value of 37.797. These findings indicate that security has a significant impact on trust in using GoPay Later, so Hypothesis 4 can be considered accepted. According to research conducted by (Kurniasari et al., 2021), consumers are extremely concerned about security and privacy risks, and this study also demonstrates that the security aspect has a significant impact on behavioral intention to use. This is because GoPay Later can create and provide a variety of security features that ensure user safety and comfort while using their services. Users also believe that GoPay Later guarantees the security of their online transactions, so they are not concerned about data loss.

Fifth, the tests conducted revealed that security has a significance value of 0.944 and a t-statistic value of 0.070. Thus, it can be concluded that security has no significant effect on the intention to use GoPay Later, and Hypothesis 5 is rejected. According to the f-square test, security has no significant effect on the behavioral intention to use GoPay Later. This result is consistent with the findings of (Kurniasari et al., 2023), which reported a weak relationship between these two variables. However, these findings contradict (Kurniasari et al., 2021) research, which found that consumers are extremely concerned about security and privacy risks. In this case, GoPay Later can help with authentication and password issues when processing consumer data. Then, when running promotions that result in an increase in service usage, GoPay Later must ensure that their server does not crash, causing users to experience disruptions in transactions, causing inconvenience and concerns about data loss.

Sixth, the significance value of 0.00 and t-statistic value of 5.243 for the trust variable were obtained from tests conducted, indicating that trust has a significant effect on behavioral intention to use GoPay Later, and thus Hypothesis 6 is accepted. According to the f-squared test, the trust variable has a

significant effect on the behavioral intention to use GoPay Later. These results contradict previous research (Kurniasari et al., 2023), which found a weak relationship between these two variables. This means that when GoPay Later's customers trust them, they are more likely to use their services. According to the findings of this study, users have a high level of trust in GoPay Later to handle their problems and to be responsive to their needs.

Seventh, the social influence variable has a significance value of 0.361 and a t-statistic value of 0.915, as determined by the tests conducted. These findings demonstrate that social influence has no significant effect on behavioral intention to use GoPay Later, implying that Hypothesis 7 is rejected. According to this study, social influence has little effect on behavioral intentions to use GoPay Later. These findings are reinforced by research by (Kurniasari et al., 2021), who discovered that the greater the impact a person receives from close friends, the higher the behavioral intention to utilize GoPay Later. The innovative new digital payment method requires more clarification and information for new users. As a result, new users demand further recommendations from trusted family members or friends (Kurniasari et al., 2023). GoPay Later may hire brand ambassadors or simply endorse influencers with a large number of followers to promote products and services to their audience. By leveraging their popularity, these influencers can persuade their followers to use GoPay Later. Testimonials, giveaways, and promotions on popular social media platforms like Instagram and TikTok can boost engagement with GoPay Later users.

Finally, the tests conducted revealed that perceived usefulness has a significance value of 0.00 and a t-statistic value of 5.243, implying that perceived usefulness has a significant effect on behavioral intention to use GoPay Later. Thus, Hypothesis 8 is declared accepted. Users who use the GoPay Later service notice significant benefits, such as a more efficient payment process for online transactions. Users also find the GoPay Later service extremely useful for managing their finances. GoPay Later can improve the usability of their services by offering more appealing promotions, incentivizing users to use them over competitors.

5. Conclusions

The purpose of this study is to highlight the significant impact of existing variables on Generation Z's interest in using GoPay Later. It was discovered that Computer self-efficacy, which is an evaluation of a person's skill and expertise in the computer industry to conduct information technology-related duties, has a favorable and significant effect on perceived ease of use while utilizing GoPay Later. Security refers to the extent to which sensitive data may be communicated safely over the internet, and consumers' confidence that all of their data or personal information will not be misused has a positive and significant impact on customer trust in GoPay Later. Trust, as a benchmark for determining behavioral intention in using new services, is a condition of individual belief in technology that has a positive and significant effect on behavioral intention to use. GoPay Later. Perceived usefulness is the degree to which a person believes that utilizing a system would improve their productivity and effectiveness. It has a positive and significant effect on the behavioral intention to use GoPay Later. The rejected hypothesis can be concluded as follows: Perceived ease of use, which serves as a baseline for someone who believes computers can be readily understood and utilized, has no significant effect on behavioral intention to use GoPay Later. Perceived financial cost must be paid to use GoPay Later services, which does not significantly affect behavioral intention to use GoPay Later. Security has no significant effect on the behavioral intentions to use GoPay Later. Social influence, defined as an individual's perception of the impact of those around him in convincing him to adopt a new system, has no significant effect on the behavioral intention to use GoPay Later.

This study certainly has some limitations. First, this study employs the Technology Acceptance Model (TAM), which is still widely used. As a result, future research could use less widely used models while also including variables thought to influence GoPay Later use, such as the Financial Knowledge

variable. This finding is expected to pave the way for future research into the dynamics of GoPay Later adoption among Generation Z.

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