

ABSTRACT

All sectors in this era of globalization are experiencing rapid development due to technology and the internet that continues to innovate, the development of technology and the internet has a considerable influence on the trade industry, and this influence also penetrates into the Indonesian financial industry. An example of the development of financial technology is PayLater payment method which is one of the latest trends among millennials.

This research was conducted to find out the interest in using paylater features as an online payment medium using an innovation diffusion model that there are several characteristics including relative advantages, compatibility, complexity, trialability, and observability.

Primary data collection was done using purposive sampling techniques as many as 400 respondents who are users of paylater features, the dissemination of questionnaires was done online through social media. The tools used to perform the analysis are descriptive analysis and statistical analysis (classical assumption test, multiple linear regression analysis and hypothesis tests).

The results of this study prove that variables of relative advantages, compatibility, complexity, trialability, and observability simultaneously have a significant influence on individual interests in adopting PayLater services. In addition partially variables of relative advantages, compatibility, complexity, and observability have a significant positive influence on the interests of individuals adopting PayLater services whereas variables triability not to have an insignificant positive influence on the interest of individuals adopting PayLater services.

Based on the results of research companies OVO, Shopee, Gojek and Traveloka can continue to innovate on paylater features, each company can adjust the name of the PayLater feature used to be more attractive and viewed better, the Company can add restrictions on the use of PayLater balances or restrictions on the amount of installment fees each month and the company can provide video procedures for using PayLater step by step.

Keywords: Financial Technology, E-Commerce, Paylater, Innovation Diffusion Theory, Adoptive Interests, Online