

ABSTRACT

The increasing use of Shopee PayLater among Generations Y and Z indicates a shift in consumption behavior that may pose financial risks. The "buy now, pay later" feature can encourage impulsive consumption if not balanced by adequate financial literacy, risk perception, and self-control. This study aims to examine the influence of these three factors on the consumptive behavior of Shopee PayLater users in West Java.

The specific objective of this research is to analyze the direct and indirect effects of financial literacy and risk perception on consumptive behavior, with self-control acting as a mediating variable. The Respondents in this study were individuals from Generations Y and Z who actively use Shopee PayLater for online purchase in West Java.

This study employed a quantitative approach by distributing online questionnaires to 100 respondents. The Data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) method, utilizing the SmartPLS software.

The results show that financial literacy has a positive effect on self-control, and self-control has a negative effect on consumptive behavior. Financial literacy and risk perception do not directly influence consumptive behavior. However, self-control mediates the relationship between financial literacy and consumptive behavior, but does not significantly mediate the relationship between risk perception and consumptive behavior.

This research highlights the crucial role of self-control in reducing consumptive behavior. Shopee is advised to provide educational features, financial reminders, and healthy shopping communities to promote more mindful consumption decisions. Future studies may compare the behavior of PayLater users and non-users to gain broader insights.

Keywords: *financial literacy, risk perception, self-control, consumptive behavior, Shopee PayLater*