

ABSTRAK

Perkembangan era digital yang pesat pasca pandemi Covid-19 telah mendorong pergeseran perilaku belanja masyarakat ke platform e-commerce, khususnya shopee yang mendominasi pasar Indonesia. Kemunculan fitur pembayaran shopee *paylater* sebagai inovasi metode *Buy Now Pay Later* (BNPL) semakin memfasilitasi mahasiswa Generasi Z untuk berbelanja tanpa mempertimbangkan kondisi finansial aktual, sehingga berpotensi memperkuat perilaku konsumtif. Perilaku konsumtif mahasiswa Generasi Z tidak hanya dipengaruhi oleh faktor eksternal seperti *price discount* dan lingkungan teman sebaya, tetapi juga faktor internal berupa gaya hidup dan religiusitas.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling* secara *nonprobability sampling*. Jumlah sampel yang digunakan sebanyak 312 responden mahasiswa Generasi Z muslim yang sedang aktif menempuh pendidikan di lima perguruan tinggi negeri terkemuka di Kota Surabaya yaitu Universitas Airlangga, Institut Teknologi Sepuluh Nopember, Universitas Negeri Surabaya, Universitas Islam Negeri Sunan Ampel, dan Universitas Pembangunan Nasional Veteran Jawa Timur, serta telah menggunakan metode pembayaran shopee *paylater* selama minimal 6 bulan. Data primer diperoleh melalui kuesioner daring menggunakan *Google Form* dengan skala Likert 4 poin. Data diolah dan dianalisis menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS versi 4.0.

Hasil penelitian menunjukkan bahwa lingkungan teman sebaya ($\beta = 0,411$; $t = 6,699$; $p < 0,05$) dan gaya hidup ($\beta = 0,419$; $t = 5,560$; $p < 0,05$) berpengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa Generasi Z. Sementara itu *price discount* ($\beta = 0,052$; $t = 0,916$; $p > 0,05$) tidak berpengaruh signifikan, religiusitas ($\beta = 0,089$; $t = 1,531$; $p > 0,05$) berpengaruh negatif dan tidak signifikan, serta shopee *paylater* ($\beta = -0,019$; $t = 0,368$; $p > 0,05$) tidak berpengaruh signifikan secara langsung terhadap perilaku konsumtif. dalam pengujian moderasi, shopee *paylater* terbukti mampu memperkuat pengaruh *price discount* ($t = 1,964$; $p = 0,025$) dan religiusitas ($t = 2,043$; $p = 0,021$) terhadap perilaku konsumtif, namun tidak mampu memoderasi pengaruh lingkungan teman sebaya ($t = 0,674$; $p = 0,250$) dan gaya hidup ($t = 0,390$; $p = 0,348$). Temuan ini membuktikan bahwa shopee *paylater* lebih berperan sebagai fasilitator yang memperkuat hubungan variabel tertentu terhadap perilaku konsumtif, bukan sebagai pemicu utama perilaku konsumtif mahasiswa Generasi Z.

Kata kunci: Perilaku Konsumtif, Shopee *Paylater*, Generasi Z.

ABSTRACT

The rapid development of the digital era following the Covid-19 pandemic has driven a significant shift in consumer shopping behavior toward e-commerce platforms, particularly Shopee, which dominates the Indonesian market. The emergence of Shopee Paylater as a Buy Now Pay Later (BNPL) payment innovation has further facilitated Generation Z university students to shop without considering their actual financial conditions, thereby potentially reinforcing consumptive behavior. The consumptive behavior of Generation Z university students is not only influenced by external factors such as price discounts and peer environment, but also by internal factors including lifestyle and religiosity.

This study employed a quantitative approach with a purposive sampling technique based on nonprobability sampling. A total of 312 respondents were selected, comprising Muslim Generation Z university students who were actively enrolled at five leading public universities in Surabaya, namely Universitas Airlangga, Institut Teknologi Sepuluh Nopember, Universitas Negeri Surabaya, Universitas Islam Negeri Sunan Ampel, and Universitas Pembangunan Nasional Veteran Jawa Timur, and had been using the Shopee Paylater payment method for a minimum of six months. Primary data were collected through an online questionnaire distributed via Google Forms using a four-point Likert scale. The data were processed and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS version 4.0.

The results of this study indicate that peer environment ($\beta = 0.411$; $t = 6.699$; $p < 0.05$) and lifestyle ($\beta = 0.419$; $t = 5.560$; $p < 0.05$) have a positive and significant effect on the consumptive behavior of Generation Z university students. In contrast, price discount ($\beta = 0.052$; $t = 0.916$; $p > 0.05$) showed no significant effect, religiosity ($\beta = 0.089$; $t = 1.531$; $p > 0.05$) demonstrated a negative and non-significant effect, and Shopee Paylater ($\beta = -0.019$; $t = 0.368$; $p > 0.05$) showed no significant direct effect on consumptive behavior. With regard to moderation testing, Shopee Paylater was proven to significantly strengthen the effect of price discount ($t = 1.964$; $p = 0.025$) and religiosity ($t = 2.043$; $p = 0.021$) on consumptive behavior. However, it failed to moderate the effects of peer environment ($t = 0.674$; $p = 0.250$) and lifestyle ($t = 0.390$; $p = 0.348$). These findings demonstrate that Shopee Paylater functions more as a facilitator that strengthens the relationship between certain variables and consumptive behavior, rather than serving as the primary driver of consumptive behavior among Generation Z university students.

Keywords: *Consumptive Behavior, Shopee Paylater, Generation Z.*