

ABSTRAK

Perkembangan teknologi keuangan digital mendorong munculnya system pembayaran *Buy Now Pay Later (paylater)* yang semakin populer di kalangan Gen Z. Namun, kemudahan akses terhadap utang digital ini juga menimbulkan risiko keuangan, terutama potensi gagal bayar akibat rendahnya pengelolaan keuangan dan kontrol diri pengguna. Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan dan perilaku konsumtif terhadap penggunaan *paylater* pada Gen Z di Kabupaten Bangkalan dengan *self-control* sebagai variable mediasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan kausal melalui penyebaran kuesioner kepada Gen Z di Kabupaten Bangkalan, kemudian dianalisis menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa literasi keuangan dan perilaku konsumtif berpengaruh positif terhadap *self-control*. Literasi keuangan tidak berpengaruh terhadap penggunaan *paylater*, sedangkan perilaku konsumtif berpengaruh terhadap penggunaan *paylater*. *Self-control* tidak berpengaruh dalam memediasi pengaruh literasi keuangan dan perilaku konsumtif terhadap penggunaan *paylater*. Temuan ini menunjukkan bahwa keputusan penggunaan *paylater* lebih dipengaruhi oleh dorongan gaya hidup konsumtif, validasi sosial, dan kuatnya paparan iklan dibandingkan kemampuan pengendalian diri dan tingkat pemahaman keuangan.

Keyword: Literasi Keuangan, Perilaku Konsumtif, Penggunaan *Paylater*, *Self-control*, Gen Z.

ABSTRAC

The rapid development of digital financial technology has drive the emergence of the Buy Now Pay Later (paylater) payment system, which is becoming increasingly popular among Gen Z. However, the easy acces to this digital debt also poses financial risks. Particularly the potential for default due to low financial management and user self-control. This study aims to analyze the influence of financial literacy, consumptive behavior on paylater usage among Gen Z in Bangkalan Regency, with self-control as a mediating variable. Ths study employed a quantitative method with descriptive and causal approaches by distributing questionnaires to Gen Z in Bangkalan Regency, which were there analyzed using the SEM-PLS method. The results indicated that financial literacy and consumptive behavior had a positive effect on self-control. Financial literacy did not affect paylater usage, whereas consumptive behavior on affected paylater usage. Furthermore, self-control had no significant effect ini mediating the influence of financial literacy and consumptive behavior on paylater usage. These findings demonstrate that the decision to use paylater is more heavily influenced by the drive of a consumptive lifestyle, social validation, and intense exposure to advertisements rather than self-control capabilities and the level of financial knowledge.

Keywords: *Financial Literacy, Consumptive Behavior, Paylater Usage, Self-control, Gen Z.*