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**Purchase Decision: Do the Paylater Ease and
Consumer Satisfaction Affect It? (Case Study on
Shopee Paylater and Gojek Paylater)**

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Abstract: This study aims to examine whether the factors of consumer satisfaction and convenience of Paylater which are manifested in the variables of user age, payment tenor and interest rates can influence purchasing decisions. This study compares the use of Paylater on Shopee and Gojek. The consideration of comparing the two Paylater platforms is because these two platforms rank the most used by Paylater users in Indonesia. This study conducted in the city of Malang. This study uses primary data with a sample of respondents according to the Lemesshow formula. The number of sample used is 96 respondents for each object, namely Shope and Gojek. Then the primary data is processed using PLS. The results showed that user age, interest rates and consumer satisfaction had a significant effect on purchasing decisions at Shopee Paylater. While on Gojek Paylater, the variables that have a significant effect are interest rates and purchase satisfaction.

Keywords: Paylater Ease; Consumer Satisfaction; Purchase Decision; Shopee; Gojek

Introduction

E-commerce is one of the innovations in the application of the use of the internet network. According to Garin and Perez in (Fernández-Bonilla *et al.*, 2022) E-Commerce is the use of the internet to buy, ¹sell, or support products and services, not only as an economic exchange, but also includes the exchange of information. According to Das *et al.*, (2016), E-commerce in Indonesia is growing rapidly. Australian Government (2018) added that the growth of E-Commerce in Indonesia has grown dramatically in the last five years and has grown 60–70 per cent annually since 2014.

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According to Pham *et al.*, (2018), many studies that prove that convenience is one of the main factors boosting the popularity of online shopping. Alwafi & Magnadi (2016) define that convenience can be felt when consumers want to make purchases, buyers only need to be connected to the internet anywhere and anytime. Furthermore, the elements contained in the convenience are related to applications that are easy to use, easy to read, easy payment, and easy to understand (Rita *et al.*, 2019). Currently, there is a new payment method that makes it easier for consumers to make transaction payments, namely the PayLater service. PayLater is contract between the consumer, PayLater provider and the merchant (ASIC, 2018). Since Paylater was launched, until 2020, Gojek has increased by 14 times and the number of Shopee Paylater users has reached 1.27 million users with active borrower accumulation reaching 67%, which is around 850 thousand borrowers (Sari, 2021).

According to Venkatesh and Davis in Aparicio *et al.*, (2021), the ease of transaction the degree of effort a user has to apply for using a certain system or technology. One of the models used to determine the acceptance of a person to information technology systems, namely Technology Acceptable Model (TAM). TAM was introduced by Davis (1989) who developed a framework for thoughts about interest in using information technology based on perceived ease of use. Someone will be interested in using a technology if you believe that the technology can be used easily and can influence transactional interest. Transactional interest is a person's tendency to do purchase of a particular product Basrah and Samsul in (Wonok & Loindong, 2018).

Uy *et al.*, (2019) said that the element of ease of application is manifested in the consumer's transaction experience, which affects consumer trust as a vital factor in virtual interaction between the buyer and the seller. The ease of registration and use of PayLater is a factor for consumers to make product purchase decisions. Shopee paylater gives its users an interest rate of 2.95% every month (Khairunnisa *et al.*, 2022). This is also stated by Damayanti & Canggi (2021) that Shopee Paylater provides bill payment terms to its users starting from a tenor of 1 month to 12 months with a relatively low interest rate of 0% - 2.95%. Meanwhile, the Gojek Paylater service can be used by prospective users if the user has upgraded the Gojek application, uploaded a photo of himself in the form of an ID card, and used GoPay every time he made a transaction. Gopaylater does not provide interest rates to its users, but in the form of a subscription fee of IDR 25,000 per month (Nirmalapurie, 2020). The available payment tenor is also only 30 days or 1 month after the date of use of the transaction (Satria & Anienda, 2021).

Another variable that is thought to influence consumer purchasing decisions is consumer satisfaction in using the PayLater application. According to Alaimo *et al.*, (2021) consumer satisfaction implies the fulfillment of customer needs and consumer experience in consuming as well as a judgment that products and services have provided a pleasurable level of consumption-related fulfillment. Based on the Theory of Consumer Behavior, consumers will always maximize their satisfaction in making purchasing decisions. According to 1980 Marshall economists, the demand for a commodity depends on its maximum utility (Moscati, 2020). Furthermore Khadka & Maharjan (2017), stated customer satisfaction is the key component for the success of the business. Thus, it can be concluded that based on theory, consumer satisfaction has a positive effect on demand or purchasing decisions

In fact, a discrepancy was found between theory and empirical results, so that a research gap emerged. Research conducted by Annisa (2019) shows that the convenience variable has no

effect on online purchasing decisions if it is not accompanied by other variables. According to Rafidah & Djawoto (2017) convenience does not affect purchasing decisions. According to Yang, Xu, & Xing (2022), sales volume and the number of negative comments are the most influencing factors for purchasing decisions. According to Lichev (2017), dominant factors that influence consumption behavior are psychological factors. Meanwhile according to Qazzafi (2020), personality factors such as age, life cycle, lifestyle, motivation, and perception are the most dominant factors influencing consumer buying behavior.

Based on the background, the purpose of this research is to examine the effect of PayLater ease and consumer satisfaction on consumer purchasing decisions. The novelty of this research are the indicators of satisfaction in using non-cash payment facilities (Paylater) in online transactions. Meanwhile for PayLater ease using indicators such as user age, payment tenor and interest costs. This is what distinguishes it from previous studies that used the consumer satisfaction only with the satisfaction of using online transaction services and ease of transaction factor only using indicators of ease of use of applications or systems. In addition, this study conducts a comparative study on Shopee PayLater and Gojek PayLater in the 2021 period as the two highest platforms that are often used. The author conducted research in the city of Malang. In 2020, Malang City received an award as a city of economic recovery during an E-commerce-based pandemic (Putri & Munandar, 2021).

The author feels the topic is important to conduct this research in order to broaden the reader's knowledge related to easier technology to transact. because the average person still doesn't use cashless transactions due to the perception of complicated requirements. In addition, for service providers or applications to be more focus on paying attention to potential consumers so that the service given right on target and able to increase consumer confidence to use Shopee Paylater and Gojek Paylater. Satisfaction variable was chosen because in every online purchase, usually consumers before deciding to buy a product will be interested in reading reviews of previous consumer purchases which are reflected in the star value. The more stars that an online store has, usually reflects the good value given by the buyer and can be said to reflect the satisfaction of the buyer. In addition, the author is interested in examining the convenience of Paylater in terms of user age, payment tenor and interest rate because usually credit or non-cash payment terms are considered a lot burdensome to the community. Such as complicated requirements, high interest rates and payment tenors that have been determined by the Bank. Bank applies the principle of 5C character, capacity, capital, collateral, and Condition of Economic in credit analysis before approving it (Tektona & Risma, 2020). So it is difficult for users who are 17 or 21 years old if they want to get a non-cash payment facility at a bank, in contrast to the Paylater facility on Shopee Paylater and Gojek Paylater. Even banks can charge higher rates of interest with greater collateral requirements especially if the credit has a long term tenor (Yoshino & Taghizadeh-Hesary, 2017). The formulation of the problem in this study is divided into two, namely: "Does consumer satisfaction and the convenience of PayLater in terms of age, interest rate and payment tenor affect the use of Purchase Decision on Shopee PayLater"; and "Does consumer satisfaction and the convenience of PayLater in terms of age, interest rate and payment tenor affect the use of Purchase Decision on Gojek PayLater?";

Literature Review

Ease of Perception and Ease of Paylater Facility

Ben Brahim & Dridi (2015) stated the ease of perception related to where a person in using a system does not require great effort, easy to use and easy to learn . The ease of use factor is one of the important factors making consumers shifted from offline shopping to online shopping and consumers will see how easy the application before making a purchase decision (Petcharat & Leelasantitham, 2021). Aparicio et al. (2021) confirms that perceived ease of use and perceived usefulness have a great impact on e-commerce websites intention.

PayLater is a financial facility service for payments in installments without using a credit card. The motivation of consumers to shop online using a paylater is one of the factors that make the paylater easy. The ease of transactions using PayLater starts with the requirements and easy registration compared to applying for a credit card at a bank (Prastiwi & Fitria, 2021). By providing east, vulnerable users are also more able to handle unexpected emergency expenses and can avoid financial distress (Afterpay, 2021). Rahardyah in Asja *et al.*, (2021) also states that the reason users choose to use a paylater is because of the requirements and easy process. Ease of use which doesn't require a big mental endeavor and can have implications for attracting new customers (Aparicio *et al.*, 2021; Ben Brahim & Dridi, 2015).

The many options in the payment tenor also make it easier for consumers to use PayLater. This is supported by Hardhika & Huda (2021) who argue that it is easier for consumers because the PayLater payment tenor can be adjusted according to their abilities. Novendra in Maulida (2021) states that paylater users can choose a payment tenor to settle bills ranging from 1 to 12 months without any guarantees and conditions. This was also conveyed by Putri et al., (2020) that consumers will make bill payments according to the pre-selected payment tenor. The shorter the tenor, the lower the interest cost, even only about 1% and low interest rates make customers use paylater services as payment transactions (Prastiwi & Fitria, 2021).

Consumer Satisfaction

In terms of consumer satisfaction, according to Dawi *et al.*, (2018), customer satisfaction is the outcome that customers received when the service they experienced exceed their expectation and generally known as an outcome of service quality. Factors that affect consumer satisfaction include: quality of service and virtual appearance (Chuenyindee et al., 2022). Uzir et al., (2020) further argues that consumer satisfaction is an aspect of psychological attitude or mood of customers, and a firm inevitably focuses on this emotional state. Tandon in Dat Tran (2020) states the same thing that consumer satisfaction has an effect on the success of attracting new consumers in online shopping. According to Sasono et al., (2021), consumers who are satisfied will give shopping experience with a given e-commerce company and resulting in favorable responses, such as purchase and repurchase. The intention to repurchase is linked to customer satisfaction (Foroudi & Foroudi, 2020)

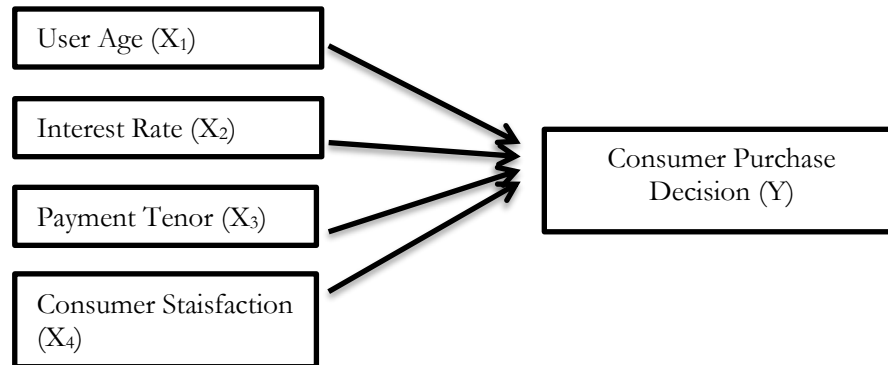
Consumer Behaviour and Purchase Decision

Consumer behavior is an activity that involves people obtaining, consuming and ordering of products or services (Blackwell in Oke et al., 2016). In the theory of consumer behavior, consumers will choose the maximum level of utility before deciding to make a combination of consumption or purchase decision. It was natural to think of consumers making choices so as to maximize their utility, that is, to make themselves as happy as possible (Varian, 2010). the higher the level of consumer utility, the higher the level of satisfaction. Purchase decisions is related to acquiring a specific product occur at the moment of purchasing the product

(Cortina et al., 2017). Dachyar & Banjarnahor (2017) added the the ease factor will affect customer trust and satisfaction and further affect the purchase intensity. Product payment in this study is the use of PayLater which provides convenience in the registration process, selection of payment tenors and low interest costs.

Based on background and literature review, the author can formulate a hypothesis and conceptual framework is developed as follows:

Figure 1.1. **Conceptual Framework**



Source: Author, 2021

H_0 : Paylater convenience in terms of (user age, interest rate, payment tenor) and consumer satisfaction have no effect on purchasing decisions at Shopee Paylater and Gojek Paylater.

H_1 : Paylater convenience in terms of (user age, interest rate, payment tenor) and consumer satisfaction affect purchasing decisions at Shopee Paylater and Gojek Paylater.

Methodology

The author uses primary data by issuing a questionnaire and it is carried out in Malang City in 2021. The population used in this study is Shopee and Gojek e-commerce users who have activated Paylater services. While the samples for this study were Shopee and Gojek e-commerce users in Malang City and had made at least 1 purchase transaction using the PayLater payment method. The sample calculation uses the Lemeshow formula as follows:

$$N = Z_{\alpha}^2 \cdot P \cdot Q / L^2$$

Where :

N = Number of samples

Z_{α} = constant value (1.96)

P = estimated population proportion (0.5)

Q = interval and storage (0.5)

L = Level of accuracy 10% (0.1)

Based on this formula, it can be found that the sample used is 96 respondents for each object, namely Shope and Gojek with the following calculations:

$$N = Z_{\alpha}^2 \cdot P \cdot Q / L^2$$

$$N = (1,96)^2 \cdot 0,5 \cdot 0,5 / (0,1)^2$$

$$N = 0.9604 / 0.01$$

$$N = 96$$

This study uses several operational variables, as written in table 1.1:

Table 1.1. **Operational Definition and Measurement of Variables**

No	Variable	Operational Definition	Instument	Indicator	Scale
1	User Age (X ₁)	Individual age is calculated from birth to last birthday when filling out the questionnaire	Questionnaire	a. Perception of ease of paylater registration based on minimum age b. Perception of ease of paylater registration based on required documents	Ordinal (Likert)
2	Interest Rate (X ₂)	Costs incurred as a result of borrowing funds that have been received include handling fees, subscription fees, and other fees that have been stated in the agreement.	Questionnaire	a. Perception of low loan interest rates b. Perception of ease of bill payments related to low loan interest rates	Ordinal (Likert)
3	Payment Tenor (X ₃)	Term of credit payments by consumers to parties who offer credit.	Questionnaire	User perception of adjustment of bill payment capability	Ordinal (Likert)
4	Consumer Satisfaction (X ₄)	Consumers' feelings towards using paylater starting from the registration process to paying off the bill	Questionnaire	a. Paylater registration b. Paylater use c. Pay later	Ordinal (Likert)
5	Consumer Purchase Decision (Y)	The consumer's decision to make a purchase is in accordance with known information	Questionnaire	a. Perception of the convenience of a paylater as a payment method b. Perception of satisfaction using paylater as a payment method	Ordinal (Likert)

Source: Author, 2021

The technique of analyzing quantitative research data in this study is using partial least squares (PLS). Partial Least Square (PLS) aims to examine the relationship between latent variables and their indicators, it can be used for Likert scale (M. Sarstedt *et al.*, 2020). In addition this research used small sample. This estimate can use Smart PLS because it is suitable for research that has a small sample (Maziriri & Madinga, 2018). Furthermore, PLS uses the bootstrapping method where by testing the data PLS does not require a minimum number of samples to be used. Thus, SEM PLS can be used to estimate data with a small sample (Kumar *et al.*, 2022). PLS analysis consists of two sub-models, namely the structural model or the inner model and the measurement model or the outer model. The regression model in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

where :

Y	= Purchase Decision
α	= Constant
X_1	= User age
X_2	= Credit interest rate
X_3	= Payment Tenor
X_4	= Consumer Satisfaction
$\beta_1, \beta_2, \beta_3, \beta_4$	= Coefficient of variables from X_1 to X_4

Outer Model

The outer model can be measured from several measurements, namely:

1. Validity Test

a. Convergent validity

Convergent data validity is seen based on the correlation between the scores for each question or statement that is estimated. Convergent validity of a data can be said to be valid if the AVE value is more than 0.5 (Maziriri & Madinga, 2018).

b. Discriminant Validity

Discriminant data validity is seen based on differences in concepts or manifest variables with other latent variables. Discriminant validity of a data can be said to be valid if the cross loading value or convergent value is more than 0.7 (Yudatama, 2019).

2. Reliability Test

This test is used to determine whether the questionnaire is accurate and consistent as a measuring instrument for a variable. The reliability of a data is achieved if the composite reliability is greater than 0.7 (Kumar et al., 2022).

Inner Model

Goodness of Fit model is measured by R-square. R-square can be interpreted as the amount of influence of the independent variable on the dependent variable in a model. The R-square value is between 0 and 1. R^2 has a range of values from 0 to 1. . An R-square value of more than 0.36 in the research model is a good model (Maziriri & Madinga, 2018). Kumar et al., (2022) also states that the R-square value is divided into several ranges, namely 0.25, 0.50, and 0.75 or in terms of weak, moderate, and strong. So it can be concluded that the greater the R-square value, the better the research model.

Hypothesis Testing

Hypothesis testing using bootstrap resampling method. The hypothesis is said to be significant if the p-values are less than alpha 5% (Kumar et al., 2022). The results of the tests carried out on the inner model are simultaneous results. To determine the effect of the simultaneous R-square statistical significance or not, a Bootstrapping Complete R-Square test was performed. If the p-value 0.05, it means that the simultaneous effect of variable X on variable Y is statistically significant.

Findings

Respondents in this study were PayLater Shopee and Gojek users in Malang City. Data collection was carried out using a survey method in the form of questionnaires distributed to respondents online. The time used to distribute the questionnaires until the data is collected is from 18 December 2021 to 21 January 2022.

This study uses a sample of 96 respondents for Shopee PayLater and has been selected from 127 respondents who have filled out the questionnaire. Meanwhile, for Gojek Paylater, a sample of 96 respondents has been selected by researchers from 101 respondents who have filled out online questionnaires. The selection of respondents by the author is taken based on the answers that have been filled in completely by each respondent.

At Shopee PayLater, the lowest age of respondents in the author's study was 18 years old with a total of 3 people and a percentage of 3%. Meanwhile, the highest age is 30 years old with 1 person and a percentage of 1%. It can also be seen that the majority of shopee paylater respondents are 21 years old, namely 42 people with a percentage of 44%. Meanwhile, in Gojek PayLater, the lowest age is 21 years with a total of 25 people and a percentage of 26%. Meanwhile, the highest age is 39 years with 1 person and the percentage is 1%. It can also be seen that the majority of Gojek Paylater respondents are 21 and 22 years old, namely 25 people with a percentage of 26%.

The data that has been obtained will then be recapitulated to determine the statistical value descriptively for each variable. The assessment is based on the answer criteria using a Likert scale as follows:

- a. The lowest rating or strongly disagree (STS) is 1
- b. The highest rating or strongly agree (SS) is 5
- c. The interval of the highest and lowest score is 0.80 which is obtained from the result of subtracting the lowest score divided by the total score of the assessment.

Interval Value = (highest scoring score – lowest scoring score): the number of assessment scores

Thus, the limits of the assessment of each variable can be known.

- a. Scores 1 – 1.8 for the assessment of Strongly Disagree (STS) or Very Dissatisfied (STP)
- b. Scores 1.81 – 2.61 for the assessment of Disagree (TS) or Dissatisfied (TP)
- c. Value 2.62 – 3.40 for Neutral (N) assessment
- d. Values 3.41 – 4.20 for the assessment of Agree (S) or Satisfied (P)
- e. Value 4.21 – 5 for the assessment of Strongly Agree (SS) or Very Satisfied (SP)

For the user age variable, based on the results of the questionnaire on Shopee PayLater, all respondents on average gave an assessment of the ease of use based on the user age variable category of 4.36 or strongly agree (SS). Thus, it shows that the perception of the convenience of PayLater based on the user's age is strongly agree. The highest respondent's assessment lies in the indicator of document requirements in the form of an ID card, which is 4.44 and the lowest assessment lies in the minimum age of 17 years, which is 4.28. While on Gojek PayLater, all respondents on average gave an assessment of the ease of use based on the user's age category of 4.55 or the category of strongly agree (SS). Thus, it shows that the perception of the convenience of PayLater based on the user's age is strongly agree. The

highest respondent's assessment lies in the document requirements indicator in the form of an ID card, which is 4.64 and the lowest assessment lies in the minimum age of 21 years, which is 4.46.

For the payment interest rate variable, based on the results of a questionnaire on Shopee PayLater, all respondents on average gave an assessment of the PayLater convenience based on the credit interest rate category of 3.60 or agreed category (S). Thus, it shows that the perception of convenience based on credit interest rates affects the decision to use purchases with the PayLater application is agree. The highest respondent's assessment lies in the indicator of easy repayment of low credit costs, which is 3.66 and the lowest assessment lies in the relatively cheap paylater interest rate, which is 3.55. While on Gojek PayLater, all respondents on average gave an assessment of the convenience of PayLater based on the credit interest rate category of 4.09 or the agree category (S). Thus, it shows that the perception of convenience based on credit interest rates influences purchasing decisions with the PayLater application is agree. The highest respondent's assessment lies in the indicator of easy repayment of low credit costs, which is 4.12 and the lowest assessment lies in the relatively cheap paylater interest rate, which is 4.07.

For the payment tenor variable, based on the results of the questionnaire on Shopee PayLater, all respondents gave an assessment of the ease of PayLater based on the payment tenor of 4.17 or agreed category (S). Thus, it shows that the perception of the convenience of PayLater based on the payment tenor affects purchasing decisions with the PayLater application is agree. Meanwhile, in Gojek PayLater, all respondents gave an assessment of the ease of PayLater based on the payment tenor of 4.27 and this value was categorized as strongly agree (SS). Thus, the perception of the convenience of PayLater based on the tenor of payments affecting purchasing decisions with the PayLater application is in agreement.

For the purchase satisfaction variable, at Shopee PayLater all respondents gave an assessment of customer satisfaction of 4.18 or expressed satisfaction with the Shopee PayLater application. Thus, it can be said that the perception of consumer satisfaction affects purchasing decisions with the PayLater application. While on Gojek PayLater, all respondents gave an assessment of customer satisfaction of 4.24 or Very Satisfied (SP) category with the PayLater application. Thus, it can be said that the perception of consumer satisfaction affects purchasing decisions with the PayLater application.

For purchasing decision variables, at Shopee PayLater all respondents gave an assessment of purchasing decisions of 4.1 or agreed category. Or in other words, consumers use Paylater for purchase transactions because the requirements are easy. In addition, the decision to repurchase using a paylater is due to satisfaction with the service. While on Gojek PayLater, all respondents gave an assessment of the purchase decision of 4.32 or the category of strongly agree (SS). Thus, it shows that consumers use Paylater for purchase transactions because of its easy requirements. In addition, the decision to repurchase using a paylater is due to satisfaction with the service.

Validity Test Results

**Table 1.2. Convergent Validity Results
Shopee Paylater**

	X₁	X₂	X₃	X₄	Y
X1.1	0.88				
X1.2	0.82				
X2.1		0.94			
X2.2		0.92			
X3.1			1.00		
X4.1				0.86	
X4.2				0.89	
X4.3				0.82	
Y1.1					0.87
Y1.2					0.87

Source: Author’s computation, 2021

**Table 1.3. Convergent Validity Results
Gojek Paylater**

	X₁	X₂	X₃	X₄	Y
X1.1	0.76				
X1.2	0.77				
X2.1		0.92			
X2.2		0.88			
X3.1			1.00		
X4.1				0.91	
X4.2				0.92	
X4.3				0.92	
Y1.1					0.77
Y1.2					0.86

Source: Author’s computation, 2021

Based on tables 1.2 and 1.3, it can be seen that the value of the outer model through the convergence test of all indicators produces a value of more than 0.7. Thus, in this study the statements and questions of each variable have met the criteria for convergent validity as research data both on Shopee and Gojek.

Table 1.4. Discriminant Validity Results Shopee Paylater and Gojek Paylater

	<i>Avarage Variance Extracted (AVE) Shopee Paylater</i>	<i>Avarage Variance Extracted (AVE) Gojek Paylater</i>
X ₁	0.725	0.593
X ₂	0.891	0.812
X ₃	1.000	1.000
X ₄	0.742	0.851
Y	0.766	0.668

Source: Author’s computation, 2021

Based on tables 1.4, it can be seen that the average value of variance or AVE through discrimination test shows that all variables have values above 0.5. So, it can be said that the indicators in the study are discriminatory valid for both Shopee and Gojek.

Reliability TestTable 1.5. **Shopee and Gojek Paylater Reliability Test Results**

	Composite Reability Shopee Paylater	Composite Reability Gojek Paylater
X ₁	0.841	0.745
X ₂	0.943	0.896
X ₃	1.000	1.000
X ₄	0.896	0.945
Y	0.868	0.801

Source: Author's computation, 2021

Based on tables 1.5, it can be seen that the composite reliability value shows that all variables have a value above 0.7. So, it can be said that all indicators are reliable as a measuring tool in research both at Shopee and Gojek.

R-Square TestTable 1.6. **Shopee Paylater and Gojek Paylater R-Square values**

	R-Square Shopee Paylater	R-Square Gojek Paylater
Y	0.474	0.275

Source: Author's computation, 2021

Based on table 1.6, it can be seen that the R-square value for Shopee Paylater is 0.474. It can be said that the independent variable affects the dependent variable (purchase decision) on Shopee Paylater by 0.474 or 47.4% and the other 52.6% is influenced by factors outside the research model. While the R-square for Gojek Paylater is 0.275. It can be said that the independent variable affects the dependent variable (purchase decision) on Gojek Paylater by 0.275 or 27.5% and the other 72.5% is influenced by factors outside the research model.

Hypothesis TestTable 1.7. **Shopee and Gojek Paylater t - Hypothesis Test Results**

	Shopee Paylater P-Values	Gojek Paylater P - Values
X ₁	0.041	0.203
X ₂	0.012	0.002
X ₃	0.096	0.202
X ₄	0.000	0.038

Source: Author's computation, 2021

Based on table 1.7 it can be seen in Shopee Paylater, partially the variables that have a significant effect on purchasing decisions at Shopee Paylater are X₁ (user age), X₂ (credit interest rate) and X₄ (buyer satisfaction). While X₃ (payment tenor) does not affect the Y variable (purchase decision) partially. At Gojek Paylater partially, X₂ (credit interest rate) and X₄ (buyer satisfaction) variables have a significant effect on Y variable (purchase decision). While the variables X₁ (user age) and X₃ (payment tenor) have no significant effect on the Y variable.

Bootstrapping Complete R-Square Test

Table 1.8: **Bootstrapping Complete R-Square Test Result**

	Shopee Paylater P-Values	Gojek Paylater P - Values
Y	0.0000	0.0000

Source: Author's computation, 2021

Based on table 1.8, it can be seen that the p-value of bootstrapping complete r-square is 0.000 and the value is less than 0.05. So it can be said that all variables simultaneously have a significant effect on variable Y, both on Gojek Paylater and Shopee Paylater.

Discussion

Suharman (2019) states that practicality is one of the factors for a consumer to make a purchase decision. Grover in (Yang et al., 2022) states that the ease of transactions or the use of technology can affect consumers' intentions to use or purchase online. Lately, the convenience felt by consumers in making online purchases is through the paylater payment method. In this study, an analysis has been carried out on the ease of paylater and consumer satisfaction in influencing purchasing decisions on e-commerce Shopee and Gojek. Prior to data analysis, this study conducted a validity and reliability test to ensure that the data to be used was suitable to explain the variables being studied. In this study, the data has passed the validity and reliability tests so that it can be used for further statistical tests.

Based on table 1.7, the X_1 variable on Shopee Paylater can be seen that the user's age has a significant effect on purchasing decisions. Whereas in Gojek Paylater, the user's age has no effect on purchasing decisions. At Shopee Paylater, respondents are in the age range of 18 – 30 years. Respondents with this age range are generations Y and Z who prefer online and non-cash transactions because of their convenience. In addition, the average age range of 18-30 is dominated by students and workers, so it is very easy to get a loan or Shopee Paylater facility in order to meet their needs. Gen Y and Gen Z are important elements in the development of e-commerce and online shopping (Moreno et al., 2017). This generation is the tech-savvy generation and the main segment of digital banking. Digital banking includes digital payments such as Shopee and Gojek paylater (Windasari et al., 2022). In Gojek Paylater, respondents are also in the range of 18 – 30 years and both must have an ID card as in Shopee Paylater, but the Gojek Paylater application has slightly more complicated requirements than Shopee Paylater. Even though the user is 21 years old and has an ID card, not all of them can register and use the Gojek Paylater service. Users who can get Gojek Paylater facilities must upgrade the Go Pay feature first and Gojek will only provide these services to selected users. PayLater feature is only given exclusively to Gojek's most loyal customers and active GoPay users (Batubara, 2021).

For the X_2 variable, the credit interest rate based on table 1.7 has a significant effect on purchasing decisions at Shopee Paylater and Gojek Paylater. Paylater is a trigger for consumers to make purchases impulsively (Ayu et al., 2021). In addition to Paylater providing low interest rates, Paylater also provides attractive discount and cashback features without a down payment for using this service (Meilasari-Sugiana et al., 2022). Gojek paylater provides an interest rate in the form of a subscription fee to users of 25,000 per month. On average, respondents agree that GoPayLater subscription fees are cheap and easy to pay off. In addition, if in one month there are no transactions using GoPayLater, the subscription fee

also does not need to be paid. Batubara (2021) also stated that one of the advantages that make it easier for consumers to use GoPayLater is the subscription fee which is only paid once and is fixed every month.

For the X_3 variable, namely the payment tenor, it has no significant effect on purchasing decisions both on Shopee Paylater and Gojek Paylater. At Shopee Paylater, the available payment tenors are 1 month to 12 months with an interest rate of 0% - 2.95% (Damayanti & Canggih, 2021). Rahayu in Khairunnisa (2022) states that the terms of interest rate payments are based on the length of the payment tenor chosen by the user. The interest rate is 0% for a tenor of 1 month and 2.95% for a tenor of 2 months or more. So that it can be said, the longer the payment tenor chosen by the user, the greater the interest rate that must be paid. Meanwhile, for the Gojek Paylater service, the payment tenor is only 30 days or 1 month. This means that in Gojek Paylater there are no installment payments or only one payment (Batubara, 2021). So, the payment tenor in Gojek Paylater is not one of the reasons users use Paylater as a payment method.

For the X_4 variable, namely user satisfaction, it has a significant effect on purchasing decisions both on Shopee Paylater and Gojek Paylater. According to Dat Tran (2020) satisfaction can attract user intention and have a significant impact on the success of new customers in online shopping. Khadka & Maharjan (2017) states that customer satisfaction is important for business. This is because finding new customers is more difficult than attracting old customers. In addition, old customers can also increase loyalty to the probability of a business. (Boon *et al*, 2021) added that consumer satisfaction involves the experience that consumers gain during the buying process and is an important key in the success of the business world. Further in their research they found that based on the data Sea Group in 2019, Shopee is an online shop that provides high satisfaction and good feedback from consumers. Buyer satisfaction can also be associated with buyer convenience. Convenience has an impact on consumer purchases online (Guo *et al.*, 2022). The convenience factor here refers to the factors that drive consumer decisions to buy online like helps to stop wasting their time crowds, long waiting line and energy to buy (Uddin *et al.*, 2020). Consumer Convenience also refers to comfort of shopping from home and easy payment (Daroch *et al.*, 2021). This means that here consumers do not need to queue, or can make time and space efficiency so that it has an impact on customer satisfaction.

Conclusion

The age variable (X_1) has an effect on the purchase decision of Shopee Paylater but has no effect on the purchasing decision of Gojek Paylater. In accordance with the age of the research sample, namely 18-30, generations Y and Z who like the use of online transactions and e-money, moreover using Shopee Paylater is easier than using Gojek PayLater. In Gojek PayLater users must upgrade the Go Pay feature first and selected users who can get Gojek Paylater facilities are Gojek users who have made many transactions using GoPay on previous Gojek services. The loan interest rate variable (X_2) has a significant effect on purchasing decisions at Shopee PayLater and Gojek PayLater. that Shopee PayLater's low interest rate makes many e-commerce users use Shopee PayLater and this has an effect on increasing the popularity of Shopee PayLater. Gojek PayLater provides an interest rate in the form of a subscription fee to users of 25,000 per month. On average, respondents agree that the Gojek PayLater subscription fee is cheap and easy to pay off. In addition, if in one month there are no transactions using Gojek PayLater, the subscription fee also does not need to

be paid. Consumer satisfaction variable (X_4) has a significant effect on purchasing decisions at Shopee Paylater and Gojek PayLater. Customer satisfaction involves the experience that consumers gain during the buying process and is an important key in the success of the business world. As for the payment tenor (X_3), it has no significant effect on purchasing decisions for both Shopee Paylater and Gojek Paylater. The longer the payment tenor, the higher the interest costs, so consumers prefer to immediately pay off the payment without using the longer payment tenor facility on Shopee Paylater. Meanwhile, on Gojek Paylater, payments can only be made once at the end of the month and cannot be paid in installments.

Limitation and Recommendation

The sample taken in the study is still narrow and only limited in the Malang City. In addition, research is only carried out on the Shopee Paylater and Gojek Paylater applications, while currently there are many other Paylater applications such as OVO Paylater, Traveloka Paylater and many more. So that further researchers are expected to be able to expand the research area and increase the number of samples in order to get more relevant results and conduct research on other E-commerce as comparison data and broaden insight about Paylater.

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