Consumers' Intentıon To Use "Buy Now Pay Later" In Malaysıa.

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Abstract

Buy Now Pay Later demand is increasing due to the technology advantage which is easier to register than the credit cards. It provides a payment solution which allowing consumers to buy goods or services immediately by delaying payment with zero per cent interest. However, in Malaysia, Buy Now Pay Later is still at its infant stage. Given the importance of this payment method, marketers should understand how this payment method able to expand in Malaysia. This research investigated the Malaysian consumers intention on what effects them in using Buy Now Pay Later. This study uses a non probability sampling method of 200 respondents using SPSS version 27. Results showed that performance expectancy, facilitating conditions, and perceived security affect consumers intention to use Buy Now Pay Later whereas social influence and effort expectancy do not have direct effect. Thus, it is suggested Paylater providers should always improve their performance such as reduce downtime and concentrate on gaining their customers' trust in terms of security. This study seeks to assist paylater providers in the development of effective marketing strategies for further increase usage of this paylater function. Besides, it can alert paylater users on the risk on potential security threats and impulse purchase when using Paylater. Understanding the significance of the additional factor such as perceived security, may provide a reference for the future revision of UTAUT. This study consisted a few limitations such as unevenly distributed respondents' income as most respondents are B40. This is due to some of the M40 and T40 respondents are not interested in filling out the questionnaire as they think it is time-consuming. Moreover, M40 and T40 respondents are difficult to reach. Then, there is limited variables being researched due some respondents stated variables such as brand image or advertisement are playing important role. Thus, it is recommended that surveys be filled equally to each income category to improve data gathering consistency and accuracy while other variables should be added in a future research.

Keywords: Paylater, Online Payment Method, Intention to Use, UTAUT, and Perceived Security.

Introduction
Research Background of Paylater

Paylater is an online instalment payment system that operates on a credit-card-free basis (Cuandra, 2022). It enables consumers to make purchases by splitting the cost into monthly instalments, usually at 0% interest (Al-Furqan & Susanto, 2022), Paylater is used for various online transactions, including shopping, booking airline tickets, and lodging (Cuandra, 2022) and millennial customers and Generation Z consumers are the target market (Adirinekso, Purba, & Budiono, 2020). In Malaysia, Research and Markets (2021) estimated its Paylater Gross Merchandise Value will rise from US$ 271.8 million in 2020 to US$ 3,571.8 million by 2028. Many e-commerce and other online platforms in Malaysia have started to offer Paylater payment systems, such as Atome, Shopee, Grab, Fave, and etc, however, Malaysia is still lagging compared with countries like China in terms of Paylater acceptance (Raj, 2021). These are due to some reasons. First, consumers feel worried as they find Paylater as a new debt trap in long term which will cause impulsive and unhealthy spending (Laycock, 2022). Besides, Paylater is inviting fraudsters, who are constantly looking for loopholes in the system to profit at the expense of retailers (Bracken, 2022) and it is currently unregulated by the Malaysian government (Subramaniam, 2021). Second, intensive competition in the market poses challenges to Paylater providers, it resulted more new entrants such as banks to compete in the market. Thus, it is critical for Paylater providers to gain a comprehensive understanding of consumers' preferences and concerns when choosing Paylater platforms. It's critical to shed light on the social, technical, and behavioural factors that affect consumers' intention to use Paylater and their preferences in choosing Paylater providers in Malaysia. This study seeks to create an effective and improved knowledge of the consumer toward the intention to use Paylater. Paylater providers, the government, and other parties able to gain understanding on consumers' concerns and is expected to aid in raising understanding of the factors that influence consumers' intention to use and satisfaction, which leads to Paylater's success. Lastly, limited studies have been conducted on intention to use Paylater on consumers in Malaysia. Several studies have been conducted on important predictors of TAM and UTAUT to study Paylater adoption in Malaysia (Leong, Chiek, & Lim, 2021; Azmi, Zahari, Yunus, Mohsin, & Isa, 2022) However, there is undeniably important predictor of "perceived security" should not be neglected. Previous studies on technology acceptance have highlighted the significance of perceived security in the field of technology adoption, therefore this research included one more external feature to the model. Besides, this research will greatly support the government of Malaysia and Bank Negara Malaysia in providing comprehensive views on Paylater acceptance from the consumer's perspective, particularly regarding perceived security as the government has started to regulated Paylater schemes Hani & Jalil (2022). Lastly, this research will be able to alert Paylater users in Malaysia about potential security threats as well as the risk of impulsive purchasing when they use Paylater. As result, their vision will be broader and better.

Literature Review

Unified Theory of Acceptance and Use of Technology (UTAUT)

Various models and structures have been developed to understand consumer intention better to accept and use the new technology, and these models present factors that can influence client acceptance. Previous research shows that the acceptance model (TAM) and the Unified Theory of Technology Acceptance and Use (UTAUT) which were both designed by Venkatesh, were the most widely used (Mohd Ariffin, Ahmad, & Mohd Haneef, 2020; Rondan-Cataluñ et al., 2015; Kurniawan et al., 2021; Pratika, 2021; and Safira & Nurrani, 2019). It can be noted that the UTAUT model which is the further development of the TAM model obtains a better understanding and explanation of technology acceptance especially non-credit card instalment services (Rondan-Cataluñ et al., 2015; Safira & Nurrani, 2019). Referring to figure 1, the UTAUT model has four fundamental dimensions namely performance expectancy, effort expectancy, facilitating condition, and social influence. The model also contains four moderators: gender, age, experience and voluntariness. Venkatesh et al. (2012) who noted that most studies employed only a subset of the model and that moderators were typically dropped. A potential reason why prior studies may not have utilized moderators is that there may not be any variation in the moderator for the adoption and use of context. In addition, age, gender and were found to have no moderating effect on the study of mobile payment from the perspective offered by the UTAUT (Yang, Mamun, Mohiuddin, Nawi, & Zainol, 2021). Also, the samples in this study were all users that have experienced Paylater. Due to the high consistency of samples in the study, the moderator of voluntariness and experience in the UTAUT model was not taken into account.
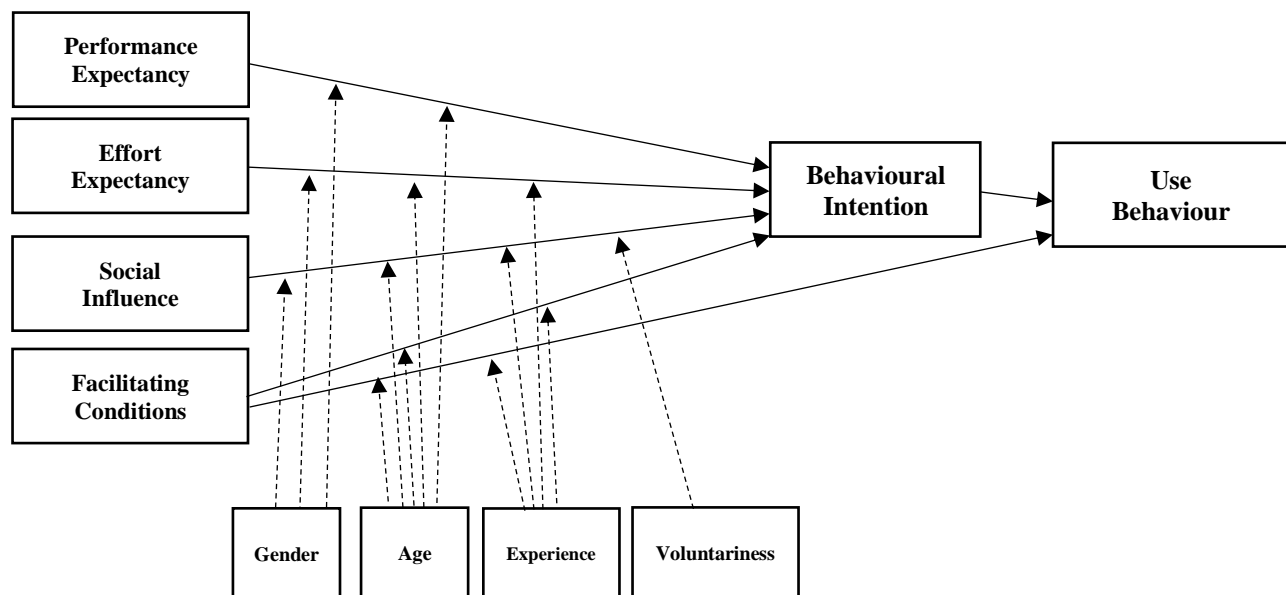

Figure 1. Unified Theory of Acceptance and Use of Technology (Venkatesh et al.,2003)

There are several studies that have used UTAUT to examine the consumers' intention to use Paylater (Pratika, 2021; Mukminin, Rachman, & Wahyudi, 2019; Safira & Nurrani, 2019;

Adirinekso, Purba, & Budiono, 2020; Al-Furqan & Susanto, 2022). This theory also includes three more dimensions (price value, hedonic motivation, and habit) known as UTAUT2. Due to Paylater being still in its early stages in Malaysia, this research solely focuses on UTAUT (Pratika, 2021). Despite research on the adoption of technology especially toward mobile payment that using the UTAUT model has been widely applied, there is currently limited research on the Paylater approach in the context of Malaysia. Thus, this research is to investigate the variables that influence consumers' behavioural intentions to use the Paylater with the UTAUT model without taking account of the moderators.

Behavioral Intention to Use

In studies based on TAM and UTAUT, the main dependent variable is the behavioural intention to use (Venkatesh et al., 2003, as cited in Orientani & Kurniawati, 2021). Nguyen, and Tran (2020) defined behavioural intention as a person's perceived expectation of achieving an objective within a specific time frame. The intention is technically defined as a propensity to react either positively or negatively to an event, person, occurrence, or organization (Kurniawan, Bhatara, Anwar, & Johan, 2021). At the same time, Orientani & Kurniawati (2021) described intention to use as the consumer's willingness to use the product or service. Moya, Nakalema., & Nansamba (2018) found that behavioural intention is a strong predictor of user technology use. Users will be more likely to use if it has a positive attitude toward the technology and believe that it adds value to their work (Moya et al., 2018).

Performance Expectancy

Performance expectancy refers to the extent to which the technologies will assist users in performing specific tasks (Venkatesh, Morris, Davis, & Davis, 2003, as cited in Pratika, 2021). The performance expectancy of the users indicates their idea that the new technology would be efficient (Nicolaou, 2022). It has been discovered that performance expectancy influences individuals' behavioural intention to adopt and use an IT system positively. This variable is identical to TAM's perceived usefulness and is regarded as an important factor in shaping consumers' attitudes toward adopting any technology (Catherine et al., 2018). Thus, the meanings of perceived usefulness and performance expectancy are interchangeable. There is empirical evidence argues that performance expectancy will lead to the actual use of alternative payment methods (Khayer & Bao, 2019; Qasim & Abu-Shanab, 2015). According to Leong et al. (2021), in terms of mobile payment, performance expectancy refers to the extent to which mobile payment can enhance payment performance. Several studies have found that consumers' intention to use Paylater is significantly influenced by performance expectancy (Safira & Nurrani, 2019; Putri & Suardikha, 2020; Pratika, 2021; Adirinekso et al., 2020). Thus, it is proposed:

H1: There is a significant positive relationship between performance expectancy and consumers' intention to use Paylater as the payment method.

Effort Expectancy

The degree of comfort involved when implementing technology is known as effort expectancy (Venkatesh et al., 2003, as cited in Pratika, 2021). Effort expectancy is relative to the quantity of effort required to operate the technology, regardless of how simple or complex it will be (Catherine et al., 2018). Users may lose the desire to adopt a complex system that is challenging to work around (Moya et al., 2018). The concept is almost the same as TAM's perceived ease of use (Catherine et al., 2018). Consumers will be interested to use mobile payment if it appears simple to use (Mukminin, Rachman, & Wahyudi, 2019). Referring to Azizi & Khatony (2019), effort expectancy is an essential driver of technology adoption for consumers in developing countries as they are not exposed to various information systems. However, the research of Carter, Christian Shaupp, Hobbs, & Campbell (2011) shows that only during the initial use of the technology, effort expectancy has been found to be significant. There are several studies that have analysed the effect of effort expectancy towards consumers' intention to use Paylater (Pratika, 2021; Mukminin et al., 2019; Safira & Nurrani, 2019; Adirinekso et al., 2020; Al-Furqan & Susanto, 2022). Thus, it is proposed that:

H2: There is a significant positive relationship between effort expectancy and consumers' intention to use Paylater as the payment method.

Social Influence

The degree to which consumers perceive themselves to be aligned with their opinion peers when utilizing new technology is referred to as social influence in technology usage intention. Subjective norms, social factors, and images all result in social influence (Hani & Jalil, 2022). It has been determined that an individual's social environment influences their decision to use mobile payment services (ADOU, Migue, & Korankye). Social factors influence older adults' adoption of new technologies; thus, a word-of-mouth strategy is required when targeting this demographic (Pratika, 2021). Reference groups have an impact on word of mouth, which include relatives and friends, and thus influence the adoption of communication technology. Abdul Razak, Abu Bakar, & Abdullah (2017) stated that social influence is especially crucial in the initial stages of individual encounters with technology among Malaysians, making them more willing to continue using it. Social influence can have a significant and positive impact on the adoption of technological innovation (Adirinekso et al., 2020). As an individual in society, the consumer is highly susceptible to friends or colleagues, particularly those who have a significant influence on him (Hani & Jalil, 2022). Their viewpoint influences how the consumer perceives new technology. It should be noted that even if the user does not agree with the behaviour, he or she is motivated to comply with the referents (Catherine et al., 2018). Several studies have proven that social influence influenced consumers' intention to use Paylater significantly (Mukminin et al., 2019; Safira & Nurrani, 2019; Al-Furqan & Susanto, 2022). Thus, it is proposed:

H3: There is a significant positive relationship between social influence and consumers' intention to use Paylater as the payment method.

Facilitating Conditions

In UTAUT, facilitating conditions is the perspective to which a person feels that the technical and organizational infrastructures needed for using the intended system are available (Venkatesh et al., 2012 as cited in Onaolapo & Oyewole, 2018). Facilitating conditions play a critical role in technology adoption since individuals must be provided with the appropriate smartphone, as well as suitable knowledge and services surrounding the technology to be employed (Pratika, 2021). Individuals may be discouraged from adopting web-based technology due to a lack of guidance, timely support, misinformation, and restricted resources (Ambarwati, Harja, Y. & Thamrin, 2020). According to Pratika (2021), internet speed in a country will undoubtedly be an essential predictor of whether its people will accept the technology available. When compared to younger users, senior consumers place a higher value on the availability of adequate support (Ambarwati et al., 2020). While more experience can lead to increased familiarity with technology and better understanding to aid learning, minimizing reliance heavily on external assistance. In general, users with limited technology experience will become more dependent on enabling factors (Kamaghe, Luhanga & Kisangiri 2020). Thus, the facilitating condition plays a critical role in continuing to support an individual's behavioural intention, particularly when using new technology (Ambarwati et al., 2020). Consumers can determine whether their current device supports the Paylater feature when planning to use it (Nguyen et al., 2020). According to Nguyen et al. (2020), facilitating conditions can significantly influence Paylater adoption, which indicates that requirements including infrastructure to back up technology directly impact the intention to use Paylater. Several studies have shown that facilitating conditions is one of the most important factors influencing consumers' intention to use Paylater (Pratika, 2021; Mukminin et al., 2019; Adirinekso et al., 2020). Thus, it is proposed:

H4: There is a significant positive relationship between facilitating conditions and consumers' intention to use Paylater as the payment method.

Perceived Security

Perceived security defined as the perceived extent to which sensitive data can be safely transmitted through the internet (Zhang, Luximon,& Song, 2019). It can be noted that consumer data security and other concerns are important in building consumer trust in mobile payment services. It also relates to technical protection from providers, security guarantees from applications, and government and central bank rules and regulations (Aseng, 2020). Previous studies on technology acceptance have highlighted the significance of perceived security in the field of technology adoption, therefore this research included one more external feature to the model. The security variable distinguishes this research from past research regarding Paylater adoption. Safira & Nurrani (2019) identified perceived security as the most significant factor that motivated consumers to use technology. Studies show that perceived security influences consumers' intention to use Paylater (Zhang et al., 2019; Putri & Suardikha, 2020; Hibba & Utam, 2022; Cuandra, 2022) and these studies prove that a secure Paylater system will enhance consumer trust which increases the adoption of Paylater. Thus, it is proposed:

H5: There is a significant positive relationship between perceived security and consumers' intention to use Paylater as the payment method.
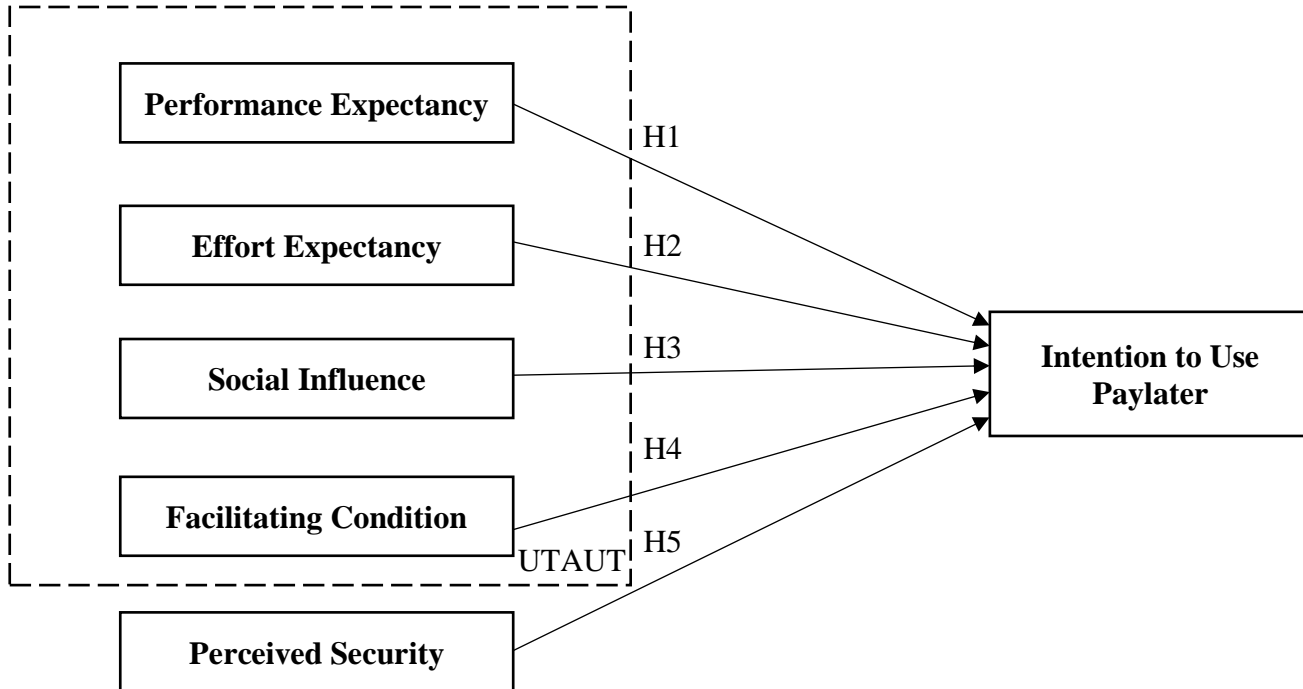

Figure 2. Research Model

Research Methods

This study uses the post-positivism research paradigm via a quantitative approach using a survey method. A 5-point Likert scale was used to allow the respondents to indicate their level of agreement for each of the variables. Consumers' intention to use Paylater was measured using six (6) items. Eighteen (18) items from Pratika (2021) were used to measure intention to use, performance expectancy, effort expectancy, social influence, and facilitating conditions. Three (3) items was adopted from Zhang et al. (2019) to measure perceived security. The sampling technique used in this research is non-probability sampling since there is no sampling frame available. The non-probability sampling method technique used was purposive sampling, namely Paylater users who live in the Malaysia area. The respondents were verbally asked for their voluntary participation and checking were done after the completion to ensure no missing value. Thus, samples were collected through social media mainly Facebook for data analysis using SPSS version 27 for data analysis, including descriptive analysis, scale measurement, and inferential analysis.

In this research, questionnaires were distributed to Malaysians, mainly Paylater users to understand the variables that influence their intention to use Paylater. This research was mainly quantitative research by distributing questionnaires to the targeted respondents aged between

19 and 50 years old in Malaysia, especially those who had experience in using Paylater. Previous studies have stated that most Paylater users in Malaysia fall within the age group of 19 to 50 (Safira & Nurrani, 2019; Raj, 2021). One of the reasons for the strong Paylater take-up is that many in this group do not have credit cards and thus could not pay for purchases in instalments (Raj, 2021). The respondents are chosen regardless of age, gender, position, and race. According to Kumar (2019), the ideal range sample size for behavioural research is between 30 to 500. 200 sets of survey questionnaires are distributed to collect the data to ensure that able to achieve more favourable results when analysing the data.

Results and Discussion
Reliability Test for Pilot Study

Table 1. Reliability Test for Pilot Study (30 Samples)

Construct	Cronbach's Alpha	Number of Items
Intention To Use	0.730	4
Performance Expectancy	0.787	4
Effort Expectancy	0.619	4
Social Influence	0.873	3
Facilitating Conditions	0.861	3
Perceived Security	0.797	3

Pilot testing allows researchers to revise the data collection procedure and tool to ensure that the appropriate questions are asked (Malhorta & Paterson, 2006). By conducting a pilot test, errors and mistakes in the actual questionnaire survey can be eliminated. Before the actual questionnaires are distributed in this study, a pilot test of 30 samples is conducted. According to Malhotra & Paterson (2006), all variables are reliable when Cronbach's Alpha value for each variable is more than 0.6. As shown in Table 1, the result of the reliability test indicated that the measurement items are reliable.

Descriptive analysis

Table 2. Respondent Demographic Profile

		Frequency	Percent	Valid Percent	Cumulative Percent

Gender	Female	120	60.0	60.0	60.0
	Male	80	40.0	40.0	100.0
	Total	200	100.0	100.0	
Highest Educational Level	Postgraduate	8	4.0	4.0	4.0
	Secondary School or Below	43	21.5	21.5	25.5
	STPM / UEC / Foundation / Certificate / Diploma	78	39.0	39.0	64.5
	Undergraduate	71	35.5	35.5	100.0
	Total	200	100.0	100.0	
Employment Status	Employed	87	43.5	43.5	43.5
	Self-employed	24	12.0	12.0	55.5
	Student	74	37.0	37.0	92.5
	Unemployed	15	7.5	7.5	100.0
	Total	200	100.0	100.0	
Income Level	B40 (RM4,849.00 or below)	139	69.5	69.5	69.5
	M40 (RM 4,850.00 - RM10,959.00)	60	30.0	30.0	99.5
	T20 (RM 10,960.00 or above)	1	.5	.5	100.0
	Total	200	100.0	100.0	
Age Group	25 or below	100	50.0	50.0	50.0
	26-35	63	31.5	31.5	81.5
	36-45	30	15.0	15.0	96.5
	46-55	7	3.5	3.5	100.0
	Total	200	100.0	100.0	
Nationality	Malaysian	200	100.0	100.0	100.0
	Total	200	100.0	100.0	
	No	2	1.0	1.0	1.0

Respondents' Awareness on Paylater	Yes	198	99.0	99.0	100.0
	Total	200	100.0	100.0	
Respondents' Experience on Paylater	No	46	23.0	23.0	23.0
	Yes	154	77.0	77.0	100.0
	Total	200	100.0	100.0	

In this research, all the respondents are Malaysians and most of them are heard of Paylater (99%), however, only 77% of respondents have used Paylater before. Among the respondents, female respondents accounted for 120 people (60%), while male respondents were only 80 people (40%). Most of them are in the age range of 25 or below (50%), followed by 26 to 35 years old (31.5%), and 36 to 45 years old (15%). Apart from that, most of the respondents are STPM / UEC / Foundation / Certificate / Diploma holders (39%), followed by Undergraduate (35.5%), Secondary Schools or Below (21.5%), and lastly Postgraduate (4%). Meanwhile, employees make up most respondents in this research (43.5%), followed by students (37%), business owners (12%), and unemployed respondents (7.5%). In terms of the income group, most of the respondents fall under the B40 (RM4,849.00 or below) (69.5%), followed by M40 (RM 4,850.00 - RM10,959.00) (30%), and lastly T20 (RM 10,960.00 or above) (0.5%).

Table 3. Central Tendencies Measurement

	Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Conditions	Perceived Security	Intention to Use
Mean	4.1075	3.2625	3.0767	4.1200	3.9000	4.0825
Median	4.2500	3.7500	3.5000	4.3333	4.0000	4.2500
Mode	4.25	4.25	4.33	4.33	4.33	4.25
Std. Deviation	.59548	1.14407	1.24081	.65827	.57005	.56550
Sum	821.50	652.50	615.33	824.00	780.00	816.50

All constructs were assessed through a 5-point-Likert-type scale ranging from "strongly agree" (5) to "strongly disagree" (1). The findings show that performance expectancy has the highest mean of the six constructs, at 4.1075, while social influence has the lowest mean, at 2.4233. The remaining constructs have mean scores ranging from 3.0767 to 4.0825. Overall, the average levels of agreement for all constructs fall somewhere between "Neutral" and "Moderately agree."

Scale Measurement

Table 4. Summary of Reliability Test

Construct	Cronbach's Alpha	Number of Items
Intention To Use	0.761	4
Performance Expectancy	0.795	4
Effort Expectancy	0.904	4
Social Influence	0.934	3
Facilitating Conditions	0.796	3
Perceived Security	0.708	3

The reliability test is used to determine the scale measurement. Cronbach's Alpha is used to assess the dependability of 21 items designed to assess the six constructs. With a Cronbach's Alpha of 0.934, social influence has the highest score of any construct. The lowest score is 0.708 for perceived security.

In overall, performance expectancy, effort expectancy, facilitating conditions, social influence, and perceived security towards intention to use were stable and consistent, as all Cronbach's alpha values were greater than 0.70.

Inferential Analysis

Pearson Correlation Analysis

Table 5. Correlations Matrix

	Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Conditions	Perceived Security	Intention to Use
Performance Expectancy	1					
Effort Expectancy	.154*	1				
Social Influence	.249**	.055	1			
Facilitating Conditions	.467**	.237**	.082	1		
Perceived Security	.472**	.119	.150*	.496**	1	
Intention to Use	.680**	.218**	.218**	.576**	.667**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Coefficient test had used to measure the strength of the relationship between the independent variables (performance expectancy, effort expectancy, social influence, facilitating conditions, and perceived security) and the dependent variable (intention to use). As the constructs are significant at the 0.05 level, the analysis reveals that all of the independent variables are positively correlated with the dependent variable. According to the findings, performance expectancy has the strongest significant positive association with intention to use (0.680). Followed by perceived security, which has a correlation of 0.667, and facilitating conditions accounted for 0.576. While the correlation between effort expectancy and social influence is 0.218.

Multiple Regression Analysis

Table 6. Summary of Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.267	.204		1.310	.192	-.135	.668
	Performance Expectancy	.374	.049	.394	7.602	.000	.277	.472
	Effort Expectancy	.032	.022	.066	1.495	.137	-.010	.075
	Social Influence	.021	.020	.045	1.023	.307	-.019	.060
	Facilitating Conditions	.161	.045	.188	3.582	.000	.072	.250
	Perceived Security	.371	.051	.374	7.233	.000	.270	.472

a. Dependent Variable: Intention to Use

Multiple Regression Analysis results show that performance expectancy has the greatest influence on the intention to use Paylater, with a standardised beta of 0.394 at a significant level of 0.000 ($p<0.05$). It is followed by perceived security, which has a standard beta of 0.374 and a p-value of 0.000 ($p<0.05$). As a result, at a significant level of 0.000 ($p<0.05$),

facilitating conditions have a standard beta of 0.188. Meanwhile, effort expectancy and social influence have the least impact on Paylater intention. As effort expectancy has a standard beta of 0.066, and is significant at 0.137, while social influence has a standard beta of 0.045, and significant at 0.307 (p > 0.05).

As a such outcome, there is a significant positive relationship between performance expectancy, facilitating conditions, and perceived security when it comes to intention to use. However, the relationship between effort expectancy and social influence on intention to use is insignificant.

Discussions on Major Findings

Table 7. Summary of the Results of Hypotheses Testing

Hypotheses	Result	Supported
H1: There is a significant positive relationship between Performance Expectancy and Consumers' Intention to Use Paylater as the payment method.	B = 0.394 P = 0.000 < 0.05	Yes
H2: There is a significant positive relationship between Effort Expectancy and Consumers' Intention to Use Paylater as the payment method.	B = 0.066 P = 0.137 > 0.05	No
H3: There is a significant positive relationship between Social Influence and Consumers' Intention to Use Paylater as the payment method.	B = 0.045 P = 0.307 > 0.05	No
H4: There is a significant positive relationship between Facilitating Conditions and Consumers' Intention to Use Paylater as the payment method.	B = 0.188 P = 0.000 < 0.05	Yes
H5: There is a significant positive relationship between Perceived Security and Consumers' Intention to Use Paylater as the payment method.	B = 0.374 P = 0.000 < 0.05	Yes

The finginds show that performance expectancy has a positive significant relationship with consumer intention to use Paylater. This finding is consistent with the previous research that mentioned performance expectancy is the driving factor of the intention to use Paylater in Indonesia (Pratika, 2021; Mukminin et al., 2019). Referring to Venkatesh et al., (2016), individuals' interest in using technology is significantly influenced by their performance expectations. The advancement of technology that provides advantages encourages consumers to use it. According to the research's findings, consumers found that Paylater can offer them a variety of opportunities. By offering more flexible payment methods, consumers can complete checkout even if they are still waiting for this month's paycheck. They're also able to access credit even if they have a less-than-perfect score, which can lead to more sales for the business.

It helps express loyalty to certain brand by providing value in terms of the shopping experience. As a result, consumers intend to use the Paylater system offered.

Furthermore, the findings show that effort expectancy is not significantly related to consumers' intention to use Paylater as the payment method. It was discovered that effort expectation is not always the factor influencing consumers' intention to use Paylater. It indicates that Paylater application is not significantly affected by the ease of using the application. One possible explanation is that respondents find the Paylater application simple to learn and use (Kurniawan et al., 2021). Moreover, Pratika (2021) stated that consumer familiarity with technology is also increasing, so adopting new technology is not difficult for them. Furthermore, most respondents in this research were millennials who are completely immersed in technology. The millennial generation is known as the 'Digital Generation', that is, having been born in an era of information and communications technology advancement (Purwanto & Loisa, 2020). This has caused them to be more 'tech-dependent', in that they are somehow incomplete without the technology that allows them to improve their knowledge anytime and anywhere. Hence, it is not a significant issue for them to learn to use the Paylater application.

Social influence has no significant relationship with consumers' intention to use Paylater as a payment method in this research. According to Pratika (2021), users see Paylater as a system that benefits them, thus they do not need to be persuaded to use this new payment system by others, especially in the context of financial transactions efficiently. It can be said that the motivation for using online payment services is self-interest rather than the influence of the social environment (Purwanto & Loisa, 2020). It is also because most of the respondents are from the millennial generation, and they are more individual than the prior generation (Purwanto & Loisa, 2020). Millennials seek recognition more than any other generation such as posting on social media, which proves that the generation is all about individualism (Purwanto & Loisa, 2020). They tend to seek independence, flexibility, and challenge (Purwanto & Loisa, 2020). Therefore, they prefer to make their own decision in using Paylater instead of having discussion with others.

The findings denote facilitating conditions that have a significant positive relationship with consumers' intention to use Paylater. It demonstrates how the circumstances surrounding the consumer, such as knowledge, devices, and a place to ask, encourage consumers to use technology. Customers can use the Paylater feature if their current device supports it. They also have some knowledge of technology, so embracing or applying the Paylater system is simple for them (Pratika, 2021). Thus, the facilitating conditions plays a critical role in supporting an individual's behavioural intention, especially when using new technology. The free training, support, and guidance provided by companies to users of the technology or system will influence people to use Paylater.

There is a strong relationship between perceived security and intention to use Paylater in the findings. It demonstrates that one of the most important factors to consider when using or adapting a system is its security. Especially in terms of personal data and financial security. The better the security reviews, the higher respondents' perception of security of Paylater. According to Al-Furqan & Susanto (2022), a perception of security can be obtained from the immediate environment by obtaining uploads of comments, such as "benefits if using", "safer to use", and various reviews. However, it should be noted that if tried directly, the security

level of technology will yield more empirical results. As a result, to attract customers, Paylater companies must implement a strong security system.

Conclusions

In this research, performance expectancy, facilitating conditions, and perceived security influence the consumers' intention to use Paylater significantly. Among the variables, performance expectancy is the strongest predictor. It is suggested Paylater providers should always improve their performance by accelerating the registration process, reduce system downtime, and so on. While social influence and effort expectancy does not influence consumers' intention to use Paylater significantly. Thus, Paylater providers should prioritise security over convenience. Perceived security, which shows significantly influence intention to use Paylater, helps in contributing to the empirical testing of the extended UTAUT theory. The limitation of the research is respondents' income levels are not evenly distributed. The findings show that most respondents are B40, which accounted for 69.5%. While M40 respondents only accounted for 30%. Although questionnaires have been distributed equally to every income group, however, some of the M40 and T40 respondents are not interested in filling out the questionnaire as they think it is time-consuming. Moreover, M40 respondents are difficult to reach. According to Kana (2021), there is a declining trend among M40 due to the Covid-19 pandemic. As different income groups may hold alternative opinions. It is suggested that surveys be filled equally to each income category to improve data gathering consistency and accuracy. Also, there are limited variables included. During the questionnaire collection, some of the respondents stated that brand image, advertisement, company reputation and personal innovativeness are playing an important role. Thus, it is suggested more variables should be added in a future research.

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