

Student Behavior in the Use of E-Wallet and Paylater

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Abstract

The rapid advancement of digital financial technology has transformed the way young consumers, particularly university students, conduct transactions. This study aims to analyze student behavior in the use of e-wallet and paylater services, focusing on factors such as convenience, security, financial literacy, and purchasing behavior. A quantitative method was employed, using a structured questionnaire distributed to 150 university students. Data were analyzed using descriptive statistics and regression analysis to identify key behavioral drivers. The results show that convenience and ease of use are the dominant factors influencing students' adoption of e-wallet and paylater services, followed by promotional offers and perceived financial control. However, a lack of financial literacy increases the risk of impulsive buying and over-dependence on credit-based payment systems. This study contributes to a better understanding of digital financial behavior among students and provides valuable insights for policymakers, financial service providers, and educational institutions to promote responsible financial management.

Keywords : Student Behavior, E-Wallet, Paylater, Financial Literacy, Digital Payment

1. INTRODUCTION

The development of financial technology (fintech) has changed the way people, especially the younger generation, conduct financial transactions. One form of fintech that is growing rapidly in Indonesia is digital wallets (e-wallets) and buy now pay later (BNPL) or paylater services. College students, as part of the digital generation, are a significant segment of users because they are highly adaptive to the ease and speed of financial technology. Based on Bank Indonesia's 2024 report, more than 70% of digital transactions among young people are carried out through e-wallets, with an increase in the use of paylater by 45% compared to the previous year.

This phenomenon brings positive impacts such as ease of transactions, time efficiency, and increased access to financial services. But on the other hand, there are also concerns related to consumptive behavior, immature financial management, and potential dependence on digital credit services. Several international studies, such as a study by the National Bureau of Economic Research (NBER), show that uncontrolled use of paylater can increase debt risk in younger age groups (Kumar et al., 2024)

Seeing this phenomenon, it is important to research how students behave in using e-wallets and paylater. This study aims to analyze the factors that affect student behavior, the level of digital financial literacy, and the impact of e-wallet and paylater use on their consumption patterns and financial management. This study is expected to contribute to the fintech literature, young consumer behavior, and become the basis for the formulation of financial literacy policies in the campus environment.

2. REVIEW OF LITERATURE

- a. According to (Aisjah, 2024) in a report by the National Bureau of Economic Research, students tend to use paylater services because of the ease of access and fast transaction process. However, the lack of financial literacy makes most users not understand the consequences of late payments, thus potentially increasing the burden of personal debt.

- b. A study by (Herzallah et al., 2025) published in Elsevier concluded that e-wallets have become the main payment instrument among Generation Z, including college students. The convenience and cashback factors are the main reasons for the adoption of this technology.
- c. Research (Dr. S. Sivagnana Bharathi & Dr Kiran Kumar Thoti, 2024) shows that attractive e-wallet features such as cashback, discounts, and rewards points encourage students' impulse buying behavior, especially on non-essential products such as fashion and fast food.
- d. According to (Mat et al., 2025) paylater services provide the perception of "extra money" for students. However, this behavior is often not balanced by good financial management skills, increasing the risk of late payments and over-spending.
- e. A study conducted by (Dr. S. Sivagnana Bharathi & Dr Kiran Kumar Thoti, 2024) emphasizes that digital financial literacy plays an important role in controlling the use of e-wallets and paylater. Students with high financial literacy tend to be more careful in making digital transactions.
- f. Research by (Aisjah, 2024) reveals that students' decisions to use e-wallets are influenced by social norms and the friendship environment. Its massive use in social circles increases the likelihood that someone will adopt it.
- g. According to the results of research by (Tripathi, 2023) students who have a low level of financial self-control are more at risk of experiencing financial problems due to unplanned use of paylater.
- h. A study by (Kumar et al., 2024) shows that the ease of registration and the absence of credit checks support the increase in the use of paylater among students, especially on online shopping platforms.
- i. Research by (Azzahra & Aulia, 2024) in Bandung shows that the intensive use of e-wallets is positively correlated with an increase in student consumptive behavior, especially in the entertainment and lifestyle categories.
- j. According to (Tripathi, 2023) aggressive promotion from fintech service providers also strengthens students' consumptive behavior and affects their perception of "fund availability".
- k. A study by (Mat et al., 2025) confirms that college students often do not pay attention to the long-term financial consequences of using paylater. They focus more on short-term benefits such as ease and flexibility of payments.
- l. According to (Tripathi, 2023) factors of perceived ease of use and perceived usefulness are the main determinants in the adoption of e-wallets by students, in line with the Technology Acceptance Model (TAM) model.
- m. An empirical study by (Maeng et al., 2023) found that e-wallet usage behavior is closely related to hedonic motivation — the desire to feel pleasure from shopping activities.

- n. Research by (Aisjah, 2024) highlights that not all college students understand the structure of paylater interest costs, so many of them are stuck in minimum payments and long-term debt cycles.
- o. Finally, research by (Aisjah, 2024) shows that there is a gap in financial literacy between economics and non-economics students. Economics students are more able to manage the use of e-wallets and paylater rationally than students from other fields.

3. METHOD

This study uses a descriptive quantitative approach. The design of this study refers to the methods used by (Kumar et al., 2024) and Zhang & Lin (2024), with adjustments to the local context of Indonesian students. Research Location: Bengkalis State Polytechnic

1. Population and Sample: Active students of the 2022–2024 batch. Sampling was carried out using the purposive sampling technique of 150 respondents who actively use e-wallets and paylater.
2. Research Instruments: The online questionnaire used a Likert scale of 1–5 to measure the level of e-wallet usage, paylater usage, digital financial literacy, and consumptive behavior.
3. Data Collection: Data was collected through online surveys and brief interviews for answer verification, as used in the study (Dr. S. Sivagnana Bharathi & Dr Kiran Kumar Thoti, 2024)
4. Data Analysis: Using descriptive statistics and correlation analysis as per the analysis method by Kumar & Thapa (2023). Validity and reliability tests were conducted using IBM SPSS Statistics version 26.

4. RESULT & DISCUSSION

The survey results show that 85% of students use e-wallets for daily transactions, especially for food purchases, transportation, and e-commerce. Meanwhile, 62% of respondents use paylater services, the majority for the purchase of consumptive goods such as fashion and electronics.

Correlation analysis showed a positive relationship between the intensity of e-wallet use and the increase in consumptive behavior ($r = 0.68$). These findings are in line with the results of research. Meanwhile, financial literacy has been shown to be a factor in moderation: students with high literacy show more controlled consumption behavior, according to the findings (Dr. S. Sivagnana Bharathi & Dr Kiran Kumar Thoti, 2024) The discussion also revealed that aggressive promotion and ease of payment are the main drivers of paylater use, in line with research (Mat et al., 2025) and Naidu et al. (2024). This strengthens the theory of planned behavior and hedonic motivation in the context of fintech use among students.

5. CONCLUSION

This study concludes that student behavior in using e-wallets and paylater is greatly influenced by convenience, promotion, financial literacy, and social norms. E-wallets are the dominant means of payment among college students, while paylater is used as an alternative to short-term financing. The high use of fintech has the potential to increase consumptive behavior if it is not balanced with good financial literacy. Therefore, digital financial literacy education needs to be strengthened in the campus environment so that students can use e-wallet and paylater services wisely.

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