Interaction Use Paylater Regarding Student Decisions with Lifestyle as Variables Moderation in the Perspective of Islamic Economics
(A Case Study of FEBI Students at UIN North Sumatra)

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Abstract
The advancement of financial technology has given rise to Paylater services, which are increasingly favored by university students, particularly for fulfilling their consumption needs directly. However, this convenience has the potential to trigger consumer behavior that conflicts with it. Based on this phenomenon, this study formulates the following question: Does the use of a Paylater perspective influence students' consumption decisions, and does lifestyle moderate this relationship? This study aims to analyze the effect of Paylater usage on student decisions and to examine the role of lifestyle as a moderating variable. The method employed is a quantitative approach using multiple regression and Moderated Regression Analysis (MRA). A sample of 98 students from the Faculty of Islamic Economics and Business at UIN North Sumatra was obtained through purposive sampling. The results indicate that Paylater usage has a significant effect on students' consumption decisions. Furthermore, lifestyle is proven to moderate this relationship, where a consumptive lifestyle strengthens the influence of pay later on consumption decisions. These findings indicate a shift in student consumption patterns toward instant and emotional behavior. Therefore, financial literacy education based on Sharia principles and promotion is necessary to address the penetration of digital financial services.
**Keywords:** Paylater, Student Decisions, Lifestyle.

INTRODUCTION

Technology and globalization are the two most significant forces in the sector business. Both are related to each other. As a result, technology is considered a pioneer of globalization. Rapid technological growth is resulting from the speed up of trade. In the past, transactions were traditionally done directly, face-to-face, between producers and consumers until a definitive agreement was achieved. However, now everything can be handled quickly, easily, widely, and from any location, thanks to progress in computer technology (Kurnyasih & Syahbudi, 2023) .

The emergence of digital technology has caused a dramatic shift in the pattern of consumption, especially among students, who are a huge target market for Paylater, more so among FEBI UINSU students. Based on data from (FEBI UINSU, nd)The population of FEBI UINSU students currently amounts to around 4,300 people.

Paylater is one of the striking developments. With this help service, customers can buy products or services with a payment plan suspended. According to a poll carried out by Work, similar to Kredivo and Kata Data Insight Center (KIC), Gen Z and millennials are the primary users of Paylater in this country. Up to 43.9% of Paylater users are millennials, some of whom are students. (Katadata, 2023) .

Figure 1. Number of Users Paylater in Indonesia
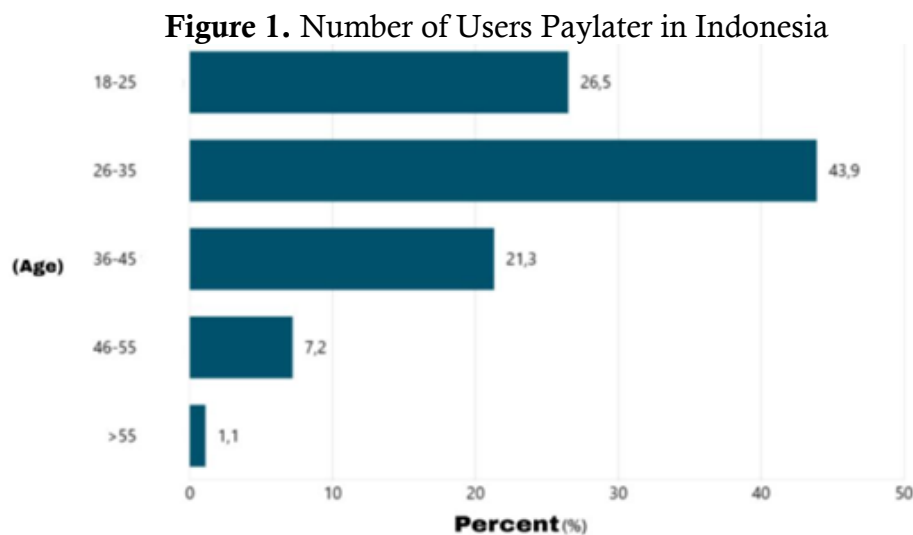
Source: Kata Data Insight Center 2023

A survey by Katadata Insight Center (KIC), conducted in 2024 in collaboration with OVO Financial, shows that 59% of respondents use Paylater for their needs.

From the survey results, 41.1% said they use Paylater when they have a cash shortage, 40% to get reward points or utilise promotional offers, and 36.1% because they worry about unexpected (Katadata, 2023).

In economics, the importance of innovative product finance that prioritizes suitability agreement, transparency, and protection of consumers (Al Amin et al., 2022). In economics, which stipulates that items for sale must be transparent during the sales process, it must also be listed in transaction paylater. As a result, selling by this is classified as a transaction munabazah, where both parties give what they have to others without realizing the amount or quality of goods (Syahbudi et al., 2022).

Thus, fair consumption that uses the wise power of God while complying with His provisions, which prohibit waste and arbitrariness. Soemitra (2016) Explain that in Islam, every product finance must fulfil the objective maqashid al-shariah, such as guarding wealth, mind, and soul. Using modern financial instruments, such as Paylater, must be considered in terms of both benefits and potential harm. If its use pushes behavior consumptive or debt accumulation without an explicit agreement, then it is contradictory to the principles of sharia basis (I. Harahap & Syahbudi, 2022).

Excessive use of Paylater also affects the shifting pattern behavior, as the public becomes more consumptive. With this generation, young people, specifically Students, can also easily fall into wasteful behavior. They assume you can buy everything you want, although not yet. Of course, valuable and necessary (Kompasiana, 2022) .

As of November 2024, Indonesia's population has a service debt of Rp. 30.36 trillion, according to data from the Financial Services Authority (OJK). The banking sector and financial sector, including multifinance, which offers buy now pay later (BNPL) services, is a source of this amount. Amount this, which reached Rp29.66 trillion, is more than the previous month. As of November 2024, credit paylater banking has grown to Rp21.77 trillion (CNN Indonesia, 2024).

Several studies have examined the factors that influence the use of Paylater. Some studies highlight the role of literacy in influencing consumer-based credit behavior (Pramita, 2024)—meanwhile, that. Research by Aisyah et al. (2023) demonstrates how hope, performance, social influence, incentives, hedonistic, and habit characteristics affect Gen Z behavior today, using fintech financing (Paylater).

However, studies are still limited in exploring how lifestyle plays a role as a moderating factor in the connection between using Paylater and the consumption society. Most of the existing research focuses more on the technical aspects of Paylater, such as its impact on management finance and decisions, and purchase impulsivity. (Mizanulhaq, 2024) . However, there are not yet many studies that examine how the lifestyle of students can strengthen or weaken the connection between using Paylater and their decision-making. Thus, the study aims to close the gap with a more quantitative and comprehensive approach.

With numerous cases in Indonesia involving arrears with Paylater and wasteful behavior among Students, this issue is becoming a serious problem for Indonesia. Therefore, this research aims to provide an empirical outlook on how the lifestyle of FEBI students at UIN North Sumatra can influence the interaction between using Paylater and consumption behavior.

Customers can use service financing Paylater to make purchases now and pay for them later (Meilan et al., 2023). In practice, the service often charges interest and fines for delays, which raises questions from the Islamic economics perspective (Munawarsyah, 2024). One of the goods from various forms of e-commerce that is significantly changing the trading process is Paylater. Via the Internet, buyers can trade in various cities without meeting or interacting directly (Utami & Syahbudi, 2022) .

However, some scholars think that if Paylater fulfills certain conditions, such as no interest charges and maintains openness in all transactions, it is Possible to be accepted in Islam (A'mala et al., 2024). Use Paylater's own potential to influence purchase behavior, especially among students. Convenience in transactions without direct payment can push purchase, impulsive, and uncontrolled consumption, planned (Alvida Dzattadini et al., 2024).

According to (OJK, 2021) Several indicators can indicate use of Paylater, namely: Frequency of use of Paylater every month, Average transaction nominal use of Paylater, Purpose of use of Paylater (primary vs secondary/tertiary), Level of understanding of tenor and interest/cost of credit, Frequency of delay in payment of bills, Level of convenience access to Paylater service, Influence of promotion or discount to use Paylater (Syahbudi & Aisyah, 2024)

Student decision is the process of choosing an action based on consideration of needs, information, and existing alternatives. According to (Kotler et al., 2015) Consumers make decisions to buy through a series of stages, including determining needs, gathering information, evaluating options, making a purchase, and following up on the purchase. In research, the AIDA Theory (Attention, Interest, Desire, Action) explains how students are exposed to information, pay attention to it (Attention), become interested in convenience payment (Interest), develop a desire to use it (Desire), and finally truly utilize the pay later facility (Action). This model supports the analysis behavior of students in deciding to use Paylater in a rational and structured way.

According to (Peter & Olson, 2010) Several key points can be used as decision indicators: Determine Need, Gather Information, Consider Options, Make a Purchase, and Follow Up on the Purchase.

Lifestyle is a factor important in behavior consumption, especially among students who tend to own a pattern of digital consumption and exposure to modern lifestyle trends. Psychographics show how they undergo life, they, who are also called the style of life (Imsar et al., 2023).

According to (Harahap et al., 2022) The way of life chosen by the individual is reflected in behavior, appearance, and aspects that others consider appropriate. Meanwhile, research from (Al Arif & Imsar, 2023 A more lifestyle-oriented approach will lead to an improvement in consumer activity. On the other hand, consumer behavior will also decrease if the standard of living decreases. According to (Nurhayati et al., 2022) Level of religiosity has a significant influence on the pattern of behavior generation among young Muslims in making decisions, especially related to actions that impact their social life.

According to (Kotler et al., 2015) Several indicators can indicate lifestyle, namely: Spending patterns, time free time, Interest in goods or activity-oriented trend, Trend buy goods based on image social, Frequency follow the style of life that influencers display on social media, Management pattern finance personal (thrifty vs wasteful)

RESEARCH METHOD

This study employs both associative and characteristic quantitative techniques. The Faculty of Islamic Economics and Business, UIN North Sumatra is a place of study. This is ongoing. The study population consists of the 2021–2024 intake of students at the Faculty of Islamic Economics and Business, UIN North Sumatra, totaling 4,300 individuals. Data source: research. This uses primary data collected directly by researchers (Syahbudi et al., 2023). Therefore, the sample taken from the population must be truly representative of the population. The sampling technique used is purposive sampling. This method employs criteria selected by the researcher to determine the sample. With 98 respondents, the non-probability sampling used Slovin's formula as a decision-making strategy for sampling in this study. The collection technique used in the study was a questionnaire (questionnaire) that was distributed online via Google Form and assessed attitudes, beliefs, and perspectives of individuals or groups on social phenomena using a Likert scale. Validity and reliability tests, regression tests, basic analysis tests, regression moderation analysis, and assumption testing are classic methods of data analysis used in studies.
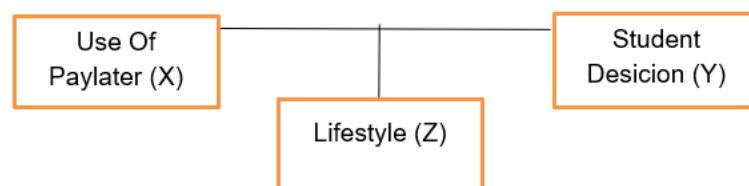
Figure 2. Conceptual Framework of the Research

RESULTS AND DISCUSSION
Validity Test

The criteria for validity test assessment are that if the mark count is greater than the r table value, then the statement is valid. If mark r count < r table, then the statement is invalid.

Table 1. Validity Test Results

Variables	Question Items	r $_{count}$	r $_{table}$	Information
	1	0.815	0.198	Valid
	2	0.788	0.198	Valid

Variables	Question Items	r count	r table	Information
Use Paylater (X)	3	0.747	0.198	Valid
	4	0.562	0.198	Valid
	5	0.719	0.198	Valid
	6	0.640	0.198	Valid
	7	0.706	0.198	Valid
	8	0.759	0.198	Valid
	9	0.751	0.198	Valid
	10	0.685	0.198	Valid
	11	0.752	0.198	Valid
	12	0.771	0.198	Valid
Student Decision (Y)	1	0.640	0.198	Valid
	2	0.574	0.198	Valid
	3	0.553	0.198	Valid
	4	0.525	0.198	Valid
	5	0.708	0.198	Valid
	6	0.751	0.198	Valid
	7	0.771	0.198	Valid
	8	0.683	0.198	Valid
	9	0.739	0.198	Valid
	10	0.678	0.198	Valid
	11	0.615	0.198	Valid
	12	0.567	0.198	Valid
Lifestyle (Z)	1	0.625	0.198	Valid
	2	0.613	0.198	Valid
	3	0.797	0.198	Valid
	4	0.759	0.198	Valid
	5	0.832	0.198	Valid
	6	0.819	0.198	Valid
	7	0.833	0.198	Valid
	8	0.832	0.198	Valid
	9	0.520	0.198	Valid
	10	0.856	0.198	Valid

Source: Primary Data Processed (2025)

Based on Table 1, the Results of data processing show that the mark r count on the independent, dependent, and moderating variables is much larger than the value r in the table, which is 0.198. The question from the questionnaire regarding variables, such as use of Paylater, student decisions, and style of life, was declared valid.

Reliability Test

Reliability test aims to show how much the Far tool gauge can be trusted or is reliable. A questionnaire (survey) is stated to have good reliability if the mark coefficient (Cronbach's Alpha) > 0.60 (Azuar et al., 2016).

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Standard Reliability	Information
Use Paylater	0.915	0.60	Reliable
Student Decision	0.860	0.60	Reliable
Lifestyle	0.916	0.60	Reliable

Source: Primary Data Processed (2025)

Based on Table 2, the value coefficient reliability or Mark's Cronbach's Alpha > 0.6. Therefore, it can be said that the tools or equipment used in studies are considered reliable.

Assumption Test Classic
Normality Test

The purpose of the normality test is to determine whether the data in the regression model variables are independent and normally distributed. If the Sig value is greater than 0.05, this indicates that the dataset is not normal, as determined by the Shapiro-Wilk or Kolmogorov-Smirnov test. (Azuar et al., 2016).

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	Information
Test Statistics	,054	
Asymp. Sig. (2-tailed)	,200 c,d	Normal

Source: Primary Data Processed (2025)

Based on Table 3, the obtained Sig value (2-tailed) = 0.200 is greater than 0.05, indicating that the data are normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine the correlation between independent variables. Essentially, if there is no correlation between the independent variables, the model is considered good. By inspecting the VIF value, the presence of multicollinearity can be evaluated. When the VIF value is less than 10 or the mark tolerance is more than 0.1, the regression model indicates that there is no multicollinearity. There is multicollinearity.

Tabel 4. Multicollinearity Test

Model	Collinearity Statistics		Information
	Tolerance	VIF	
Use Paylater	,572	1,747	Not occur Multicollinearity
Lifestyle	,572	1,747	Not occur Multicollinearity

Source: Primary Data Processed (2025)

Based on Table 4, it can be seen that the tolerance value on the Usage variable Paylater of 0.572 > 0.1 and the VIF value is 1.747 < 10. The Tolerance value for Lifestyle is 0.572 > 0.1, and the VIF value is 1.747 < 10. Based on the results of the process, it can be concluded that no multicollinearity exists.

Heteroscedasticity Test

According to Ghozali (2006), the heteroscedasticity test aims to determine whether inequality variants occur in a regression model, from the residual of an observation to other observations—the Glejser test functioning as a base for making decisions. Heteroscedasticity does not occur if the t-value has a probability of Sig > 0.05.

Table 5. Heteroscedasticity Test Results Glesjer

	t	sig	Information
1 (Constant)	4,737	.000	
Use of Paylater	-1,494	.138	Free from Heteroscedasticity
Lifestyle	-.563	.574	Free from Heteroscedasticity

Source: Primary Data Processed (2025)

Based on Table 5, it can be seen that the p-value significance of the variables using Paylater is 0.138, which is greater than 0.05. The significance value of the variable style life is 0.574, which is greater than 0.05. Based on the results, they can conclude that no symptom heteroscedasticity.

Simple Linear Regression

One of the techniques of statistical analysis for determining and explaining the causal connection between independent variables (X) and dependent variables (Y) is simple regression.

Table 6. Results Test Analysis Regression Linear Simple

Model	Unstandardized Coefficients	Information
	B	
1 (Constant)	30,509	Positive Influence
Use of Paylater	.216	

Source: Processed Primary Data (2025)

Based on the results data in Table 6, the obtained equality of simple linear regression is as follows:

$y = \alpha + \beta X + \varepsilon$

$y = 30.509 + 0.216 + \varepsilon$

Based on the equality regression in one, it can be interpreted as follows:
The constant value of 30.509 and the positive sign explain the value of the student's decision. As the dependent variable will be 30,509 if the variables using Paylater (X) remain constant.

Use paylater (X) to Student decision (Y)

The regression coefficient value for the Paylater usage variable is 0.216 and is marked as positive. Matter: This indicates that variable X has a positive influence on Y. It means that if there is a 1% increase in the variable of Paylater usage, the student's decision will increase by 21.6%.

The results of the simple linear regression test above indicate that the variable of paylater usage has a positive, unidirectional effect on the decision-making of FEBI UIN North Sumatra students.

Significance Test Partial (T-Test)

Test significance partial used to determine the extent to which each variable independently influences the dependent variable in a way independent. Since n is the number of respondents and k is the number of independent and dependent variables, the value t table in this case is df = nk. Therefore, that is, df = 98-3 = 95. The t-table value is 1.985 with a 95% confidence level (α = 0.05).

Table 7. T-Test Results

Model	t	sig	Information
(Constant)	36,828	.000	
Use of Paylater	11,573	.007	Significant influence

Source: Data Primary Processed (2025)

The results of the t-test calculations in Table 7 above lead to the following conclusion is Use Paylater (X) Student Decision (Y)

The significance value is 0.007 < 0.05, and the calculated t-value is 11.573 > t-table 1.985. Therefore, it can be concluded that influential Paylater users have a partial impact on the decision-making of FEBI UIN North Sumatra students.

Test of the Coefficient of Determination (R 2)

The degree to which a variable is independent in the contributing model to fluctuations in

dependent variables is indicated by the coefficient determination.

Table 8. Results Test R 2 Equation I
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 a	.582	.578	1,822

Source: Data Primary Processed (2025)

Based on the results in Table 8, the test R² value obtained was as high as 0.582, or 58.2%. This shows that the Use of Paylater influences student decisions by as much as 58.2%, whereas the remaining 41.8% are influenced by variables or factors outside of the study.

Analysis Test Regression Moderation (MRA)

MRA aims to determine whether one's own potential to strengthen or weaken the correlation between independent and dependent variables. (Liana, 2009) . A moderating variable is said to strengthen the relationship if the interaction coefficient (X*Z) is significant ($p < 0.05$) and has a positive value, increasing the R² value. Conversely, it is said to weaken if the interaction coefficient is significant ($p < 0.05$) but has a negative value, and the R² value also increases after the interaction variable is entered.

Table 9. Test Results Analysis Regression Moderation (MRA)

Model	Unstandardized Coefficients B	Information
1 (Constant)	31,749	
Use of Paylater	.122	Positive Influence
Paylater Use*Lifestyle	.002	Positive Influence

Source: Data Primary Processed (2025)

Based on the results of the data in Table 9, an equality regression analysis test regression moderation (Moderated Regression Analysis), namely:

$$Y = \propto + \beta1X + \beta2X * Z + \varepsilon$$
31.749+ 0.122

Equality, the above regression can be understood with the method:
The constant value is 31,749, and is marked as positive, meaning that the student's mark decision will remain at 31,749 if the variables used in Paylater (X) are maintained constant.

1. Variables regression for use paylater own mark coefficient positive of 0.122. This indicates that Y is positively influenced by variable X. Specifically, it suggests that if the decision is made, the number of students will increase by 12.2% for every 1% increase in the use of variable Paylater.
2. Coefficient regression interaction between use Paylater and style life is positive and has a value of 0.002. This indicates that Y is influenced by the interaction between variables X and Z. Specifically, it shows that the decision of the student will increase by 0.002 for every one-unit improvement in the interaction between the use of Paylater and style life.

Significance Test Partial (T-Test)

Since n is the number of respondents and k is the number of independent and dependent variables, the t-table value in this case is df = nk. Therefore, df = 98-3 = 95. The t-table value is 1.985 with an α value of 0.05 confidence level, as follows are the findings from the significance test partial regression moderation:

Table 10. T-Test Results (Moderation)

Model	t	sig	Information
(Constant)	32,735	.000	
Use of Paylater	2,324	.007	Have a significant impact
Paylater usage*Lifestyle	2,778	.002	Have a significant impact

Source: Data Primary Processed (2025)

From the calculation, the t-test results in Table 10 above, we obtained the conclusion that:
1. Use Paylater towards Student Decisions
   In the MRA test results above, it can be seen that the mark significance of usage variable paylater is 0.007 < 0.05. Use Paylater's own table to count an amount of 2,324 with a table of 1.985. According to the count > t table, it can be concluded that Paylater has its own influence on decision-making among students. Then you can conclude that, based on the hypothesis, H1 is accepted and H0 is rejected. It means that the use of Paylater has a significant influence on the decision-making of FEBI UIN North Sumatra students.
2. Use Paylater towards a moderated Student Decisions style life
   In the MRA test above, it can be concluded that the interaction between using Paylater and the student's decision is significant, with a p-value of 0.002 < 0.05 and a t-count of 2.778 < t-table of 1,985. Thus, it can be concluded that H1 is accepted and H0 is rejected. In conclusion, the second hypothesis is accepted, namely, that the interaction between using Paylater and style life is significantly influential in shaping student decisions. It refers to a lifestyle that allows for moderate use, enabling FEBI students at UIN North Sumatra to make informed decisions with Paylater.

Simultaneous Significance Test (F Test)

The F-test describes how every variable in the model is independent in a way that simultaneously influences the dependent variable. In the simultaneous test, H0 is accepted, H1 is rejected, functioning as a criterion for making a decision. The formula df1=k-1, df2=nk is used to determine the Mark F table, where n is the number of respondents and k is the number of independent and dependent variables. Df1=2-1=1 and df2=98-2=96. So, the result is 2.70. Mark F table obtained.

Table 11. F Test Results (Moderation)

Model	F	sig	Information
Regression	72,740	.000 b	Have a significant impact

Source: Data Primary Processed (2025)

Calculated F value is 72.740 > 2.70 with probability significant 0.000 < α0.05, as can be seen from data findings in table 11 above. Therefore, it can be said that the variables dependent, namely the decision of FEBI students of UIN North Sumatra, were significantly influenced by the variable use paylater and paylater * style life simultaneously.

Coefficient Test Determination (R 2)

Coefficient determination (R 2) is values that show the size of the donation from independent variables to dependent variables.

Table 12. Results Test R 2 (Moderation) Equation II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 a	.605	.597	1,782

Source: Data Primary Processed (2025)

Based on the results in Table 12 R 2 tests above, the obtained value of R 2 (R-Square) is 0.605. This shows that 60.5% of decisions are influenced by the use of value and Paylater style live, with the remaining 39.5% coming from other variables not included in the regression model.

In Table 8, the R Square value of the first regression is 0.582, or 58.2%, and the value of the second regression is 0.605, or 60.5%. With these results, it can be concluded that the emergence of Lifestyle as a variable Moderator will strengthen the influence between the Use of Paylater and the Decisions of FEBI UIN North Sumatra Students.

Discussion
The Influence of Paylater Use on Student Decisions

Based on the results of the moderated regression analysis (Moderated Regression Analysis), the results are presented in Table 10, which includes a summary with a calculated t-value of 2.324, exceeding the t-table value of 1.986 and a corresponding probability of Sig. 0.007 < α0.05. These results suggest that the use of Paylater has a significant impact on students' decisions.

The higher a person's level of PayLater usage, the more likely they are to use it. A person with a tendency to use PayLater to purchase goods, supported by a luxurious lifestyle, will buy whatever they want without considering their needs, simply to satisfy their own desires and enjoy their physical comfort. Therefore, Paylater becomes important for habit consumption consumers because it makes e-commerce transactions easier.

This research aligns with Yasin & Marsiska's (2023) findings, which demonstrate that the use of the Shopee PayLater feature has a significant impact on the behavior of consumptive students. With this, the more tall use feature PayLater, an increasingly popular trend among students, is involved in consumer behavior.

Influence Use Paylater Regarding Student Decisions with Lifestyle As Moderating Variables

Based on the results analysis, moderated regression Analysis (Moderated Regression Analysis) yielded results in Table 9, summarized in Table 10, with a mark t count of 2.778, exceeding the value of t in Table 1.985 and a probability of Sig. 0.002 < α0.05. This means that a stylish life can have a moderate impact on students' use of PayLater when making decisions. Findings indicate that the style of life is significantly influential in shaping the connection between using Paylater and the decision-making process of FEBI UIN North Sumatra students. This means that a style of life can strengthen influence and use PayLater to make decisions for students.

Temporary that, the findings in the study. This finding aligns with the study by Putri, A., & Handayani, R. (2021), which analyzes regression moderation and demonstrates that the style of life plays a role in strengthening the connection between convenience Paylater and the improvement in students' consumption needs.

CONCLUSION
1. Based on results analysis, regression moderation (Moderated Regression Analysis) in this research, it can be concluded that the use of Paylater is significantly influential in decision-making for students in transaction consumption, especially among FEBI UIN North Sumatra students. This reflected from mark thitung of 2.324 > ttable 1.986 with mark significance 0.007 < α 0.05, which proves in a way empirically that the higher the level of use of Paylater, the more there is also a significant tendency for students to make purchases without rationality, but instead driven by the desire to get instant satisfaction.
2. In addition, the study has proven a moderate connection between using Paylater and the decision of students, as indicated by the value thitung 2.778 > ttabel 1.985 with significance 0.002 < α 0.05. Findings. This strengthens the theoretical proof that the style of life consumption pushes students to utilize convenience services like Paylater to fulfill a hedonistic, luxurious, and social status-oriented lifestyle. Thus, the more consumptive a

person's lifestyle, the stronger the influence of Paylater on their decision-making when making transactions.

Systematically, it can be concluded that interaction variables use Paylater and style life in the perspective of the Islamic economy show a pattern of consumer shifting rationale to become consumer emotional, so that supports the theory of modern consumers behavior, which emphasize that decisions and purchases are not only influenced by functional needs, but also by psychological and social impulses.

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