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FACTORS AFFECTING INTENTION TO USE OF ONLINE INSTALLMMENTPAYMENT PAYLATER

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ABSTRACT

Mobile wallets do offer a variety of attractive features and offers, for example a payment method that users can choose from, suchas installment payment called paylater. In recent years, internet-based installment methods have become increasingly popular with users of e-commerce and services on mobile devices Currently in Indonesia there are several digital wallet companies that provide paylater payment features such as Shopeepay, OVO, and Go-pay. Both manufacturing and financial services develop technological innovations not only to provide benefits for their consumers, but also to expand their business fields. In other words,the benefits of mobile payment services (MPs) are not only to provide added value for consumers but also to provide marketers with wider access to consumer consumption data on mobile platforms. Therefore, it is important to look at the process that takes place before consumers adopt the use of paylater as a payment method. This research will be entered into a descriptive study usinga cross-sectional study to answer research questions. This study aims to identify factors that influence usage intention of paylaterservices through a model from the diffusion of innovation theory and obtained answers from 211 respondents through online questionnaires. Results revealed that compatibility and trialability were positively associated with participants' intention to use paylater. However, low complexity had no association with participants' intentions to use paylater

Keywords: *Diffusion of Innovation (DOI), M-payment, Paylater, Intention to use*

1. Introduction

One of the daily activities that everyone always carries out is transactions on products and services. Along with technology development, innovations, especially those based on technology, continue to be developed to facilitate human activities. The massive movement toward digital switching in daily activities is driving developments in digital payment methods (Bagla & Sancheti, 2018). Technological developments provide convenience for human activities, one of which is in payment methods such as the digital wallet. Digital wallets can be described as a substitute for one's wallet with a mobile device equipped with bank cards, credit cards, house keys, corporate access ID control, tickets, membership cards, and others (Shin, 2009). Digital wallets can be seen as a continuation of mobile banking and mobile money, where users can store personal data along with details of payment methods (Chawla & Joshi, 2019). Mobile wallets offer various attractive features, one of which is the option of a payment mode that users can choose from, such as installment payment with *paylater*. Several marketplaces offer this payment facility where the *paylater* system is an installment payment method for a specified period without using a physical credit card. Currently, several digital wallet companies in Indonesia provide pay-later payment features, such as Shopeepay, OVO, or Go-pay.

Paylater offers several conven iences such as simple registration requirements, does not require a physical card, can be accessed via mobile devices, and consumers get a loan limit amount. Coherent Market Insights data shows that the global pay later market share is projected to grow from US$5 million in 2019 to US$33.6 million

in 2021, where the average annual growth is more than 21.2% (Aksara, 2021). Research conducted by Kredivo and Katadata Insight Center in 2020 showed that as many as 55% of e-commerce users in Indonesia chose the *paylater* method of payment. The use of the online installment method using a pay later has increased among teenagers (Rooney, 2020; Leonhardt, 2019). *Paylater* payment features can be found in some mobile wallet applications. The mobile wallet service itself is pretty developed in Indonesia. The use of mobile wallets as a financial service in Indonesia increased by 70% from June 2019 to June 2020, and around 47% of mobile wallet users have three different services (Devita, 2020). This fact shows that Indonesia is one of the countries with the rapid development of mobile wallet usage.

According to an article by AsiaQuest Indonesia, currently (2020), Shopeepay is the leading mobile wallet service with the largest market share of the resulting transaction value, which is 32%, and then in the following order is OVO with 25%. Both manufacturing and financial services develop technological innovations to benefit their consumers and expand their business fields, such as helping companies reach their customers more effectively (Jung et al., 2020). Therefore, in researching consumer adoption of digital payment services with *paylater*, it is essential to look at the process that takes place before consumers adopt *paylater* as a payment method with installments, especially in a country where the growth of digital payment services continues to increase.

Several previous studies tried to look at this phenomenon based on models such as the technology acceptance model or TAM (Davis, 1989), the theory of reasoned action (TRA) (Ajzen & Fishbein, 1973), and the unified theory and use of technology or UTAUT model (Venkatesh et al.., 2003). DOI offers a framework that can be used to look at user behavior that influences the decision to adopt an innovation or technology (Johnson et al., 2018). The level of adoption of an innovation can be seen through the attributes in the DOI, which include five constructs: relative advantage, compatibility, complexity, trialability, and observability. In line with this study, other studies studying consumer adoption of cellular technology have used DOI to study the attributes and consumer behavior of m-payment systems and the factors that lead to the adoption of these technologies (Ardvidsson, 2014; Oliveira et al., 2016; Kaur et al., 2020). Thus, to study individual factors in adopting innovation from technology, this study will use the DOI model and is in line with the study by Kaur et al. (2020) to examine consumer behavior in digital payments**.**

2. Literature Review

2.1 Theoretical Background

2.1.1 Diffusion of Innovation (DOI)

Diffusion is defined as a process by which an innovation is communicated through specific channels in a social system. In contrast, innovation refers to ideas or ideas, practices, or objects considered or seen as new by individuals or groups who will adopt the product (Rogers, 2003). This theory explains that the decision to adopt a new product or behavior is usually the result of a long process or activity that begins with awareness or awareness and knowledge, followed by persuasion and then a decision on the behavior (Basil et al., 2019). This theoretical concept is used to explain the limitations that exist on new technological innovations. Rogers (2003) also explains that the level of innovation adoption is influenced by (1) individual actors and their characteristics; (2) attributes of an Innovation; (3) the pattern of a network or network pattern; (4) characteristics of a system that allow the adoption of an innovation. Therefore, DOI is widely seen by researchers to see the process of adopting service innovations on mobile devices that continues to grow.

2.1.2 Behavioral Intention

The study of behavioral intentions on innovation or new technology is one of the main goals of the technology acceptance model. Several theoretical models that have tried to observe this problem are the theory of reasoned action by Fishbein & Ajzen (1975), the technology acceptance model by Davis (1986), the UTAUT model (Venkatesh et al., 2003), the diffusion of innovation theory (Rogers, 2003). 1995). The intention significantly influences behavior (Fishbein & Ajzen, 1975). According to the advanced theory of TRA, namely TPB, a person's behavior can be explained based on their behavioral intentions, which are influenced by attitudes, subjective norms, and perceived behavioral control (Luarn & Lin, 2005). However, while TRA and TPB focus more on human behavior, TAM and DOI focus more on an individual's adoption of new technology or IS Usage.

2.2 Literature Review

Table 1. Prior Literature

Authors	Sample	Theory	Measures
Johnson, et al., 2018	270 responses via survey in America	DOI	PR, UQ, TR, EoU, RA, VS, PS, IU
Kaur, et al., 2020	1256 smartphone user respondents	DOI	RA, CBT, CPT, OB, TR, IU, ITR
Oliveira, et al., 2016	301 respondents through an online survey in Portugal.	UTAUT 2, DOI	PE, EE, SI, FC, HM, PV, I, C, PTS, BI, ITR (REC)
Matemba, et al., 2018	212 WeChat users consisting of men and women in, Johannesburg, South	TAM	SC, T, EOU, P, RA, PP
Shaw, et al., 2021	447 Canadian respondents, 397 American respondents, 305 German respondents, over 18 years old	MADOI (Mobile Apps, Diffusion of Innovation)	IPC, IU, CA, RD, SEC, TR, UQ

Note: PR= Perceived Risk, UQ= Ubiquity, TR= Trialability, EoU= Ease of Use, RA= Relative advantages, VS=Visibility, PS= Perceived Security, IU= Intention to Use RA= Relative Advantage, CBT= Compatibility, CPT= Complexity, OB= Observability, TR= Trialability, ITR= Intention to Recommend, INFQ= Information Quality, SYSQ= System Quality, SERQ= Service Quality, U= Use, S= Satisfaction, C= Confirmation, PU= Perceived Usefulness, IP= Individual Performance, CI= Continuance Intention, PEOU= Perceived ease of use, PU= Perceived Usefulness, PRISK = Perceived Risk, PTRU= Perceived Trust, INOVT= Innovativeness, STRS= Stress, PSATS= Perceived Satisfaction, IPC= Information Privacy Concern, CA= Compatible Advantage, RD= Result Demonstrability, SEC= Perceived Security Risk, PE= Performance expectancy, EE= Effort expectancy, SI= Social influence, FC= Facilitating conditions, HM= Hedonic motivation, PV= Price value, I= Innovativeness, C*= Compatibility, PTS= Perceived technology security, BI= Behavioral intention.

2.3 Hypothesis

2.3.1 Relative Advantage and intention to use (IU)

For this study, RA refers to how *paylater* services benefit their users. Previous studies found that relative advantage positively correlates with using a product or service. Relative advantage is a much-debated topic because it affects how consumers will adopt new technology products and services (Mombeuil & Uhde, 2021). Perceived usefulness is also understood as a relative advantage in adopting technological innovation. Therefore, results also show that perceived usefulness (or relative advantage) has a positive effect on m- payment services (Liebana-Cabanillas et al., 2020). Therefore, the proposed H1 in this study is as follows:

H1. Relative advantages positively affect consumer intentions (intention to use) in using *paylater* payments.

2.3.2 Compatibility and intention to use (IU)

The congruence between the value held by consumers and the value offered by innovation can impact a person's intention to use the innovation. Previous studies that also looked at the effect of Compatibility or suitability for several mobile device services such as mobile wallets found that consumers would tend to depend on the suitability of the services used; in this study, the m-wallet with their needs, beliefs, values, and experiences (Kaur et al., 2020). Several previous studies found a positive influence between Compatibility and individual behavior in a person's behavior, such as in terms of online shopping, intention to use a mobile wallet, and intention to participate in online travel communities (Amaro & Duarte, 2015; Kaur et al., 2020; Agag). & El-Masry, 2016).

In this study, Compatibility refers to the extent to which *paylater* services match users' values, needs, lifestyles, and preferences in payment methods when shopping online through their mobile devices. Therefore, the next hypothesis is proposed as follows:

*H2***.** Compatibility positively affects consumer intentions (intention to use) in using *paylater* payments.

2.3.3. Complexity and intention to use (IU)
Complexity in this study refers to how users feel using or choosing a payment method with *paylater* is easy or do not find it difficult. Complexity can refer to the perceived ease of use contained in the TAM model. As found in previous studies where it is proven that perceived ease of use influences intention to use cloud computing systems (Mariani et al., 2021), food delivery apps (Song et al., 2021), and mobile library applications (Rafique et al., 2020). However, Ho et al. (2020) found that perceived ease of use is not related and does not affect someone in using mobile device services, namely mobile banking. Therefore, this study will look at the relationship between the Complexity of IU and ITR in the context of *paylater.* Kaur et al. (2020) perceive that if a mobile wallet has a high complexity, its users tend to have a lower intention to use the technology. Thus, this study will see whether low Complexity in innovation will affect consumer intentions in using the innovation. In this case, it is an online installment payment, namely *paylater*.

*H3***.** The Complexity of *paylater* payments negatively affects the intention to use *paylater* payments.

2.3.4. Observability and intention to use (IU)
Observability has influenced the intention to use mobile wallets (Kaur et al., 2020; Shaw et al., 2021). Consumers gain confidence after observing the people around them get benefits and convenience on their mobile devices (Shaw et al., 2021). These results also underlie this research in using Observability of intention to use on one of the new technological innovations, *paylater.* Add more, most Indonesian people are familiar with or are mobile wallet users. Thus, this study assumes that seeing people in the surrounding environment using a mobile wallet and its features, including *paylater,* will affect the intention to use the *paylater* payment method. Therefore, this study proposes the following hypothesis, namely:

H4. Observability positively affects consumer intention (intention to use) in using *paylater* payments.

2.3.5. Trialability and intention to use (IU)
Johnson et al. (2018) stated that the ability to try an innovation before deciding to try or not on technology could help users become more comfortable with the service or technology, which in turn can reduce the level of concern related to the usability, performance, and security of an innovation. (Johnson et al., 2018). Thus, in this study, we try to see to what extent the trialability dimension can increase a person's intention to use the *paylater* payment method and recommend it. Kaur et al. (2020) believe that consumers prefer the trialability dimension with a high level of personal innovativeness. Therefore, the following hypothesis is proposed in this study, namely:

H5. Trialability positively affects consumer intentions (intention to use) in using *paylater* payments.

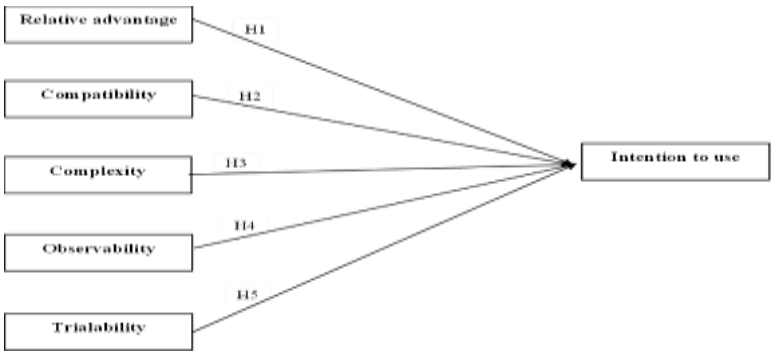

Figure 1. Research Mode

3. Research Method

3.1. *Study Participants and Data Collection*

We conducted a descriptive study using a cross-sectional study to answer research questions and obtained answers from 211 respondents through online questionnaires using Google Form. The population selected in this study was individuals who had used *paylater* services on mobile devices. Study participants were 18-24 years old, and 55% were female. This study uses non-probability sampling. Based on research at the Massachusetts Institute of Technology (MIT) Young Adult Development Project (2018), those aged 18 to 25 years can be categorized as young adults or young adults who have entered a more complex mindset. The data used in this study are primary data obtained from respondents' answers using google form as the instrument.

3.2. Data Analysis

First, we conducted a pilot test on 30 respondents and processed it using SPSS to measure the validity and reliability of the research instrument. Researchers tested the validity using SPSS 26 software. This research will use Structural Equation Modeling (SEM) for data processing. In SEM research, models are usually built to test hypotheses derived from a theory (Malhotra & Dash, 2016). One of the steps taken with SEM is used to generate correlations or relationships between the items being measured or the variables being tested (Malhotra & Dash, 2016). Analysis of the measurement model with SEM can be done using confirmatory factor analysis (CFA).

4. Results and Discussion

4.1 Measurement Model (Outer Model)

As for at this stage, the outer model is carried out to test the construct validity and reliability of the research instrument. Following the initial stages of testing using PLS, a measurement test or the outer model is carried out. Table 2 shows that the data processing results in this study have good convergent validity where the AVE value is above 0.5 and outer loadings above 0.5. In addition, it was found that all constructs in this study met the requirements of good reliability, where the composite reliability value was above 0.7, and Cronbach's alpha was above 0.6.

4.1.1. Convergent Validity Reliability

The indicator will be considered valid if the AVE value is above 0.5 or the loading value is above 0.5. Based on the results in table 2, it can be concluded that the validity score of each variable is considered valid because it has a value above 0.5 or the outer loading dimension of the variable has a loading value of more than 0.5. So that through the table, the convergent validity in this study is considered good.

4.1.2. Internal Consistency Reliability

The requirement for a statement item on a variable to be declared reliable is that the Cronbach's alpha value is more than 0.6 and the composite reliability score is more than 0.7. The result showed that all the constructs in this study met the requirements of good reliability by obtaining a composite reliability value above 0.70 and Cronbach's alpha above 0.60. So, it can be concluded that this research construct has good reliability.

Table 2. Measurement Model: Outer Loading, CR, AVE

Variable	Indicator	Loading	CR	AVE
Compatibility	CBT1	0,886	0,894	0,682
	CBT2	0,677		
	CBT3	0,814		
	CBT4	0,907		
Complexity	CPT1	0,732	0,884	0,575
	CPT2	0,742		
	CPT3	0,763		
	CPT4	0,795		
Intention to Use	IU1	0,897	0,956	0,815
	IU2	0,876		
	IU3	0,891		
	IU4	0,927		

	IU5	0,921		
Observability	OB1	0,741	0,867	0,685
	OB2	0,846		
	OB3	0,890		
Relative Advantage	RA1	0,808	0,877	0,641
	RA2	0,837		
	RA3	0,777		
	RA4	0,780		
Trialability	TR1	0,882	0,920	0,742
	TR2	0,874		
	TR3	0,885		
	TR4	0,803		

Source: processed by researchers (2022)

4.2. Respondent Profile

This study found that the respondents who participated were dominated by women, namely 55% with a total of 115 respondents and 45% men with a total of 96 respondents. Then, it was further found that most respondents in this study were young; namely, 104 respondents aged 18-24 years (49%).

4.3. Structural Model (Inner Model)

Table 3 shows the value of the t-statistic and p-value for each of the observed variables on the influencing latent variables. The t-statistic value < 1.64 and p-value > 0.05 indicates that the relationship between the variables in this study has no significant effect (H1, H3, H4). Then, the variable that gets the t-statistic value > 1.64 and p-value < 0.05 means that the independent variable in this study has a significant effect on the dependent variable, or the hypothesis can be accepted (H2, H5). Through the results of the bootstrapping process, the highest value that affects the intention to use is trialability, with the most significant original sample value of 0.538. It shows that trialability is more substantial than other variables influencing the intention to use or recommend an online installation payment *paylater*.

Table 3. Path Coefficient Significance Test Results

	Path	**Original Sample (O)**	**T-statistics**	**Result**
H1	Relative advantage□Intention to Use	0,107	1,063	Not significant
H2	Compatibility□Intentionto Use	0,274	3,484	Significant
H3	Complexity□Intentionto Use	0,044	0,636	Not significant
H4	Observability□Intentionto Use	-0,015	0,252	Not significant
H5	Trialability□Intention to	0,538	4,749	Significant

4.4 Discussion

H1 was rejected, so it can be concluded that the RA does not affect the IU in use *paylater*. These findings are contrary to previous research, which found the effect of RA on IU mobile payments (Johnson et al., 2018), and mobile wallets (Kaur et al., 2020; Singh et al., 2020). These results are in line with the research conducted by Leong et al. (2013), which found that there was no significant effect between perceived usefulness and IU a mobile credit card (MCC). To successfully adopt an innovation, the level of RA itself must be high enough so that users do not think that MCC services such as *paylater* are challenging to use and have limitations when used (Leong et al., 2013).

Next, we found that **H2** was supported in this research. The findings of this hypothesis support previous research, which found a positive influence of CBT in the IS context (Kaur et al., 2020; Amaro & Duarte, 2015; Agag & El-Masry, 2016). Through this research, it was found that consumers' IU the *paylater* method, one of which depends on the suitability of the service users with their needs, beliefs, values, and experiences.

H3 was not supported in this research. This result indicates no relationship between CPT and IU in the context of *paylater*. In payment using a *paylater*, ease of operation is not a factor that encourages users to choose the *paylater* method. *Paylater* offers other advantages related to activities in these mobile device services, such as "*free shopee shipping*", to discounted fees with *gopay later*. Seeing that paylater users are quite varied and come from diverse backgrounds, these different experiences and perspectives can create different views, such as the negative influence of the complexity of the innovation. *Paylater* is not seen as a service that is difficult to use or a complex system.

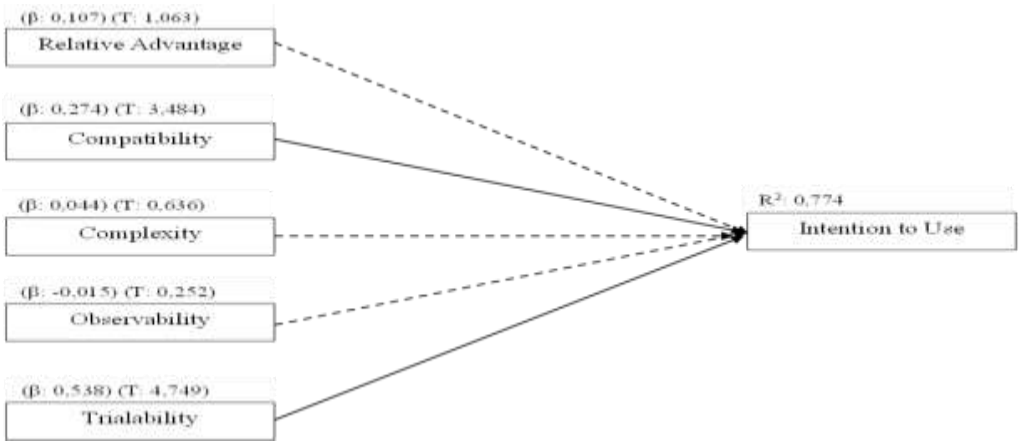

Figure 2. Structural Model

Based on the results obtained, **H4** of this study is contrary to previous studies, which found no positive influence between OB and IU in the context of *paylater* (Kaur et al., 2020; Al-Jabri &Sohail, 2012; Johnson, et al., 2021). However, in the *paylater* context, the functions and services are more specific, namely those related to online installation payments or mobile credit cards. These services can be seen in a primary application such as a mobile or e-commerce. So that the use is more private and visibility is low; therefore, it does not encourage someone's intention to use *paylater*.

H5 was supported, which proves that TR positively influences consumers' IU *paylater*. This result aligns with previous research (Thakur & Srivastava, 2014). These findings support that TR is essential in encouraging adoption or intention to use *paylater* as a new technological innovation. However, this result contradicts the findings by Kaur et al. (2020). A possible reason for this difference in results is that the research of Kaur et al. (2020) focuses on understanding the acceptance of digital wallets where users with high levels of innovativeness have already gone beyond the adoption process. Meanwhile, this research focuses on new technologies that are part of digital wallets. TR still significantly increases consumer confidence in the products or services used. Due to its more flexible nature, it is easy for users to try this technology.

5. Conclusion and Implications

5.1. Conclusion

Based on the analysis results, the conclusions obtained in this study are that it is different from previous research where RA, CPT, and OB are not proven to have a positive effect on IU. It is essential to know because it shows that the context of online installment payments has a different adoption process from consumers. Thus, digital wallet service providers that provide *paylater* features must adapt their services to consumer needs such as shopping, credit nominal, etc. Meanwhile, it was found that CBT and TR positively affect IU in the use of *paylater*. CBT explained to what extent mobile innovation can be adapted to the experience, needs, values, and behavior patterns of the candidate adopter's positive effect on the intention to use (Ooi & Tan, 2016). So, it is essential to be able to build the suitability of an innovation.

5.2 Implications

Findings of this study indicate that CBT and TR significantly positively affect the IU of *paylater*. Especially on TR as the dominant variable in this study which has the most substantial influence considering the high-level innovativeness users, the service provider needs to ensure that the service provides a good experience for its users, which can be considered by the use of targeted ads to create a more focused segmentation on users who have a high level of innovation. It is also an important thing considering the use of *paylater* to try is effortless.

The results of this study provide valuable insights. First, regarding things that consumers need, consumption patterns. Technically, apart from going through targeted ads, service providers can ensure that using options *paylater* is easy for consumers. This can be done via pop-up notification periodically. In previous research, it was stated that it is vital for a company to understand the behavior of a group of young adults.

5.3. Limitation and Future Research

Even though Indonesia is one of the countries where the *paylater* and mobile payment systems are pretty developed, expanding the scope of research in other geographies can add insight and findings regarding this phenomenon with different geographical conditions and variations in age groups. 2. This study focuses on the factors that affect a person's adoption process only for those who have already done activities with the *paylater* application. Further research can add research focus in looking at other adoption processes. Further research can also modify the model and further hypotheses to add broader knowledge beyond the DOI model, such as the consumption value theory (Sheth et al., 1991).

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