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Exploring the influence of perceived usefulness and value of PayLater/BNPL on satisfaction, impulsive buying, and post-purchase intention

Cindera Ika Putri Hegawan[1]
Tjong Michaela Faustine[2]♣
Shinta Wijayanti[3]
Peri Akbar Manaf[4]

[1,2,3]*Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia.*
[1]*Email: cindera.hegawan@binus.ac.id*
[2]*Email: tjong.faustine001@binus.ac.id*
[3]*Email: shinta.wijayanti@binus.ac.id*
[4]*Faculty of Management Department Bina Nusantara University, Indonesia.*
[4]*Email: manafperi.manaf@binus.ac.id*

Abstract

The growth of e-commerce in Indonesia has led to the rise of Buy Now Pay Later (BNPL) services, offering convenience and flexibility to match consumers' spending habits. However, the perceived benefits and value of BNPL, including convenience, utility, and flexibility, can also tempt consumers into impulse purchases. This study aims to investigate the impact of the perceived usefulness and value of BNPL on Indonesian e-commerce consumers' satisfaction, impulse buying behavior, and post-purchase intentions. Data was collected through a random sampling method from 521 respondents in Indonesia and employed Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results indicate that the perceived utility and value of PayLater/BNPL positively influence satisfaction and post-purchase intention, while the perceived usefulness of PayLater/BNPL positively impacts impulsive buying behavior. The findings highlight the strong influence of perceived value and usefulness on customer satisfaction, post-purchase intention, and impulsive buying behavior. These insights have implications for marketers, retailers, and policymakers in effectively utilizing and regulating BNPL services to enhance customer satisfaction and responsible purchasing behavior. Future research can focus on objective behavioral measurement methods, cross-cultural research, the long-term effects of BNPL services, and the role of technology and innovation in shaping consumer behavior.

1. Introduction

The growth of e-commerce in Indonesia has fueled the emergence of new payment methods, including the Buy Now Pay Later (BNPL) service (Katrina & Benedict, 2021; Mulia, 2021; Muthiariny, 2022). With the

increasing availability of this BNPL services on various e-commerce platforms through partnerships with different financial companies, more and more consumers are enjoying this payment method to match their spending habits (BigCommerce, 2023; Schomburgk & Hoffmann, 2022). BNPL has many benefits, such as convenience, value, utility, flexibility, and satisfaction (Azmi, Zahari, Yunus, Mohsin, & Isa, 2022; Utimaco, 2023). However, some consumers may be tempted by BNPL to make impulse purchases (Schomburgk & Hoffmann, 2022; Tan, 2022; Zhang, Zhang, & Wang, 2022). Therefore, it is essential to understand how the perceived benefits and value of BNPL influence consumer behavior and purchase intentions.

This study aims to examine the impact of the perceived usefulness and value of PayLater/BNPL on Indonesian e-commerce consumers' satisfaction, impulse purchases, and purchase intentions. Our initial interview with 12 respondents showed that some consumers are satisfied with the PayLater service. In contrast, others are dissatisfied and consider stopping using the service because it makes them buy impulsively, but at the end of the term, they have to pay it back in full. Additionally, considering the post-purchase intentions of BNPL users is vital in determining whether consumers will continue to use this payment method in the future (Alvarez, Santiago, & Perego, 2021; Fook & McNeill, 2020; Tan, 2022).

Using BNPL wisely can provide benefits. Because BNPL helps manage monthly expenses and cash flow. This is evidenced by a RISED (Research Institute of Socio-Economic Development) survey entitled Indonesian Market Perceptions of the Utilization of Paylater Payment Features. The results show that 92% of the 2,000 respondents admitted that BNPL helped them manage cash flow better, especially during the uncertain pandemic. However, on the other hand, this feature often leads consumers to consumptive behavior. Moreover, if users pay late, they will also be charged interest, which instead of helping them manage their finances, will make them lose even more. So, the use of this service needs to be improved in qualified risk mitigation. This is supported by data from PT Pefindo Credit Bureau (IdScor), recording that the ratio of bad debts, known as NPL for BNPL services, is relatively high at 6.49% as of July 2022. This study aims to investigate how employing BNPL affects the usefulness and value offered to determine whether it can result in satisfaction, prompt impulsive buying, and influence post-purchase intention. We developed the research framework based on submissions from previous journals (Hsu & Lin, 2015; Kuo, Wu, & Deng, 2009; Wu, Chen, & Chiu, 2016; Zhong & Moon, 2022). We found that impulsive buying has been studied a lot. However, no research journals relate Perceived Usefulness, Perceived Value, and Satisfaction to post-purchase intention. Because in previous research, the post-purchase intention was not in the context of impulsive buying using BNPL. Hence, we modified from previous research journals in order to conduct this research.

2. Literature Review
2.1. Perceived Usefulness and Impulse Buying Behavior
Previous studies on BNPL show Affordability, Flexibility, Convenience, Access to credit, Peace of mind, and Retailer trust affect the consumers' perceived usefulness (Aprilianty, 2022; Azmi et al., 2022; Gerrans, Baur, & Lavagna-Slater, 2022; Johnson, Rodwell, & Hendry, 2021; Siemens, 2007). However, on the one hand, BNPL can be perceived as beneficial for consumers who want to make purchases without paying the total amount upfront, which could increase the risk of impulse buying (Fook & McNeill, 2020; Khan & Vilary Mbanyi, 2022; Schomburgk & Hoffmann, 2022). The convenience and flexibility offered by BNPL may also make it easier for consumers to make impulsive purchases (Holkar & Lees, 2020). On the other hand, BNPL can also help some consumers better manage their finances and avoid impulse buying by requiring them to make regular payments and by improving budgeting and spending awareness (Schomburgk & Hoffmann, 2022; Tan, 2022). This research aims to study the relationship between perceived usefulness and impulse buying in the context of BNPL in Indonesian online retail consumers. Furthermore, the hypothesis is as follows:

H_1: *Perceived Usefulness has a Positive Influence on Impulse Buying Behavior.*

2.2. Perceived Usefulness and Satisfaction
Previous studies show that consumers who perceive BNPL as users are more likely to be satisfied with the service (Farrugia et al., 2022; Fook & McNeill, 2020; Siemens, 2007). Consumers who find BNPL convenient, flexible, and affordable will likely be more satisfied with the service than those who find it confusing or overly complicated (Chen, 2020; Farrugia et al., 2022). Additionally, consumers who feel that BNPL meets their needs and helps them better manage their finances are more likely to be satisfied with the service (Farrugia et al., 2022; Johnson et al., 2021). This research aims to study the relationship between perceived usefulness and satisfaction in the context of BNPL in Indonesian online retail consumers. Moreover, the hypothesis is as follows:

H_2: *Perceived Usefulness has a Positive Influence on Satisfaction.*

2.3. Perceived Usefulness and Post-Purchase Intention
Consumers who perceive BNPL as applicable and find it a positive experience are likelier to have positive post-purchase intentions, such as positive experience, repeat purchase, and positive word-of-mouth (Barkhordari, Nourollah, Mashayekhi, Mashayekhi, & Ahangar, 2017; Chen, Ding, Meng, Li, & Zhang, 2023;

Saha, Duarte, Silva, & Zhuang, 2023). Conversely, consumers who perceive BNPL as confusing, complicated, or less valuable than other payment options may be less likely to have positive post-purchase intentions (Johnson & Barlow, 2021; Nim, 2021). This research aims to study the relationship between perceived usefulness and post-purchase intention in the context of BNPL in Indonesian online retail consumers. Moreover, the hypothesis is as follows:

H₃: Perceived Usefulness has a Positive Influence on Post-Purchase Intention.

2.4. Perceived Value and Impulsive Buying Behavior

A previous study on BNPL shows that the overall evaluation of retailers, based on the benefits (convenience, ease of use, usefulness, and service compatibility) and costs incurred (perceived risk and perceived cost), influences the perceived value perception (Lin & Lu, 2015; Yang, Lu, Gupta, Cao, & Zhang, 2012). Perceived value in BNPL has a significant favorable influence on benefits such as ease and convenience (payment options with a simple and fast process, receiving discounts on goods and services), usability (allowing purchases without full payment in advance, having access to credit and helping to manage finances), compared to the interest costs that must be paid so that it can affect impulse buying behavior (Holkar & Lees, 2020; Lin & Lu, 2015; Schomburgk & Hoffmann, 2022; Wang, Liu, & Wang, 2021; Zhang et al., 2022). This research aims to study the relationship between perceived value and impulse buying in the context of BNPL in Indonesian online retail consumers. Furthermore, the hypothesis is as follows:

H₄: Perceived Value has a positive influence on Impulse Buying

2.5. Perceived Value and Satisfaction

Previous studies show that consumers who perceive value from the benefits of BNPL as users are more likely to be satisfied with the service (Andreas & Wolfgang, 2002; Chen, Chung, & Tsai, 2019; Hsu, 2006; Kuo et al., 2009; Zhong & Moon, 2022). Consumers who perceive BNPL as more accessible, more comfortable, able to meet their needs, and affordable are more likely to be satisfied with the service than those who perceive it as having greater risk and interest costs (Farrugia et al., 2022; Gan & Wang, 2017; Soman, 2003). This research aims to study the relationship between perceived value and satisfaction in the context of BNPL in Indonesian online retail consumers. Moreover, the hypothesis is as follows:

H5: Perceived Value has a Positive Influence on Satisfaction.

2.6. Perceived Value and Post-Purchase Intention

Previous studies (Andreas & Wolfgang, 2002; Petrick, 2002; Wang, Lo, & Yang, 2004) have underlined the significance of perceived value in shaping customers' post-purchase behavior. Thus, research by Cronin Jr, Brady, and Hult (2000) and Kuo et al. (2009) has indicated the positive impact of perceived value on post-purchase intentions. To add up the references, Wang et al. (2004) conducted a study in the Chinese telecoms industry, showing the positive influence of perceived value on consumers' post-purchase intentions. Based on this literature, the following hypothesis is proposed:

H6: Perceived Value has a Positive Influence on post Purchase Intention.

2.7. Satisfaction and Impulsive Buying Behavior

A customer's post-purchase evaluation and emotional reaction to the entire product or service they received from PayLater is referred to as satisfaction. PayLater's success depends on customer satisfaction, which is also one of a business's most valuable assets. Customers that are happy with the platform are more likely to keep using it and refer others to it. Customers prefer a convenient, user-friendly platform to make purchases, so PayLater usability plays a significant role in consumer happiness. According to a prior study, customer satisfaction favors future repurchase intent and customer loyalty (Revels, Tojib, & Tsarenko, 2010). The success of PayLater in exceeding customer expectations and delivering an easy and safe online purchasing experience is measured by how well it performs in these areas. Studies have identified customer satisfaction as a critical determinant of consumer behavior (Bressolles, Durrieu, & Giraud, 2007; Chen & Yao, 2018; Wu, Chiu, & Chen, 2020). Impulse buying has been primarily studied, and research has shown that it can be influenced by various factors, such as the emotional desire triggered upon encountering an object in the environment. Therefore, based on these findings, the following hypothesis is proposed:

H₇: Satisfaction has a positive influence on Impulse Buying Behavior.

2.8. Satisfaction and Post-Purchase Intention

Post-purchase intention refers to consumers' tendency to purchase from the same shop and share their experiences with friends and family (Cronin Jr et al., 2000; Wang et al., 2004; Zeithaml, Berry, & Parasuraman, 1988). Customers who are more satisfied with their purchases are more likely to do so in the future and to suggest them to others (Zeithaml, Berry, & Parasuraman, 1996). In other words, more frequent repurchases may result from increased consumer satisfaction. Existing research on internet retail and shopping research reached similar outcomes (Collier & Bienstock, 2006; Lee & Lin, 2005). As a result, the following hypothesis is put forth:

H₈: Satisfaction has a Positive Influence on Post Purchase Intention.
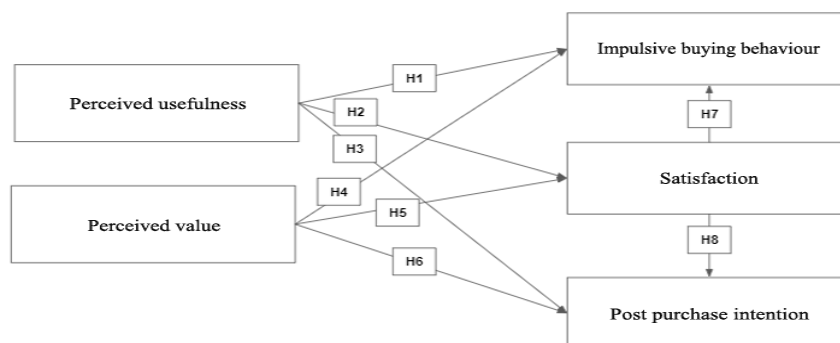We have summarize all of the hypotheses that can be seen in Figure 1.

Figure 1. Theoretical framework.

3. Method

3.1. Data Collection

This research design is explanatory and uses a quantitative approach, with a sample selected through non-probability purposive sampling. The data collection method used is a survey using standardized instruments to collect data from individuals who have purchased using Pay Later. The unit of analysis is the individual, and the horizon used is cross-sectional. The minimum sample size estimated is 200, which is calculated from the indicator multiplied by 10. This method is adopted from research (Goodhue, Lewis, & Thompson, 2012; Hair, Ringle, & Sarstedt, 2011). SmartPLS was used for data analysis, and the survey was conducted using a Likert scale with responses coded 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The survey was conducted between January and March 2023 through Google Forms and distributed randomly with the help of survey distribution services in Indonesia, and we managed to get 521 respondents for analysis. The demographic information reveals that Shopee PayLater is the most popular PayLater service, with the majority of responders being females aged 27 to 35. We have provided the respondents' demographic and characteristic in Table 1.

Table 1. Demographic characteristic of respondents.

Demographic variables		Frequency	Percent
Gender	Male	197	38%
	Female	324	62%
Age	17-26	194	37%
	27-35	253	48%
	36-42	63	12%
	43-50	10	2%
	>50	1	0%
Education	<SMA	5	1%
	SMA	132	26%
	S1	358	69%
	>S2	26	5%
Occupation	Student	6	1%
	College student	61	12%
	Entrepreneur	107	20%
	Private sector	231	44%
	Civil servent	57	11%
	BUMN	39	8%
	Others	20	4%
Domicile	JABODETABEK	233	44%
	East Java	134	26%
	Central Java	72	14%
	West Java	74	14%
	Others	8	2%
Income (IDR)	< Rp 5,000,000	210	41%
	Rp 5,000,001 - Rp 10,000,000	212	44%
	Rp 10,000,001 - Rp 15,000,000	58	11%
	Rp 15,000,001 - Rp 20,000,000	14	3%
	> Rp 20,000,000	7	2%
Expense (IDR)	< Rp 500,000	132	26%
	Rp 500,000 - Rp 1,000,000	247	47%
	Rp 1,000,001 - Rp 5,000,000	120	23%
	Rp 5,000,001 - Rp 10,000,000	19	4%
	Rp 10,000,001 - Rp 15,000,000	1	1%
Total		521	100%

3.2. Measurement

In the context of using PayLater, this study will examine the significance of perceived value, satisfaction, perceived utility, impulsive buying, and post-purchase intention. There will be five variables tested. Although some of the indicators were slightly altered and changed based on the circumstances of this study, most were generated based on other investigations. Measurement instruments for perceived usefulness adopt four items from Zhong and Moon (2022).

Measurement instruments for perceived value adopt four items from Zhong and Moon (2022). Measurement instruments for satisfaction adopt five items from Zhong and Moon (2022). Measurement instruments for impulsive buying behavior adopt five items from Lee, Gan, and Liew (2023). Measurement instruments for Post Purchase Intention adopt four items from Hsu and Lin (2015).

4. Data Analysis and Discussions

4.1. Data Analysis

PLS-SEM (partial least squares-structural equation modeling) was employed in this work to test the hypothesis because it has fewer sample size and residual distribution requirements, is ideal for assessing complicated relationships, and can be done so using SmartPLS 4.0 software. SEM-PLS has two measurement models: outer and inner. The outer model evaluates the questionnaire's items' validity and reliability, while the inner model tests the hypothesis through the beta coefficient, t-value, and significant value.

4.1.1. Outer Model

Validity and dependability must be thoroughly examined to appraise the outer model. Convergent and discriminant validity tests were carried out in terms of validity. By computing the correlation between the estimated item values, the measurement model's convergent validity was determined (loading factors). The convergent validity analysis also provided insights into the degree of correspondence between the indicators and the underlying research variables. The details of calculation analysis output for outer model can be seen in Figure 2.
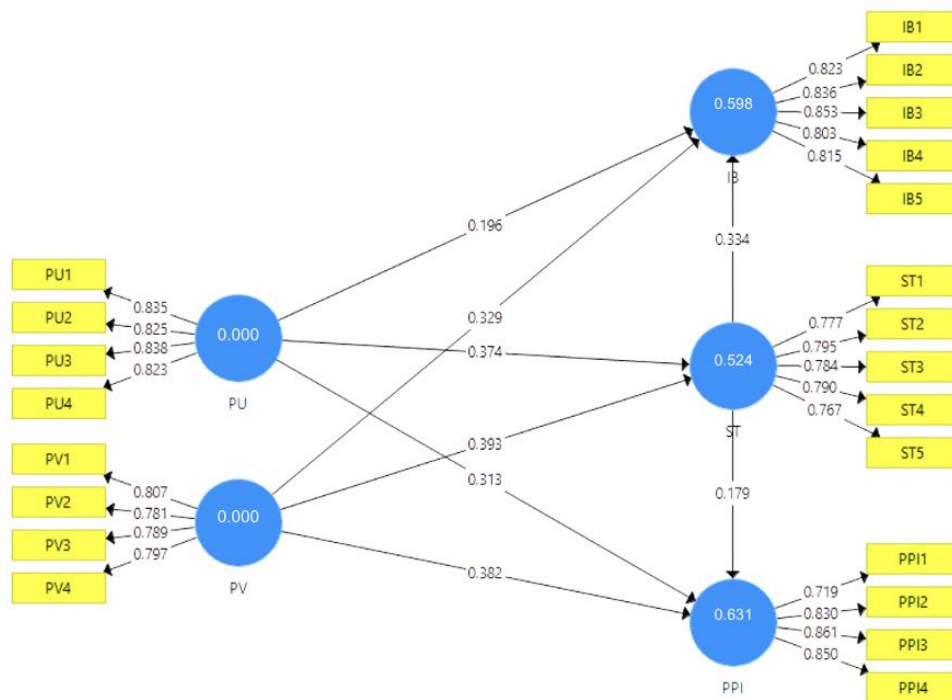

Figure 2. Outer model.

Table 2 displays the items used in the survey and the results of the factor loading in each item.

All of the indicators used in the study were found to pass the convergent validity tests, as shown by loading factor values over 0.70 and average variance extracted (AVE) values above 0.5. These results imply that all convergent validity requirements have been satisfied. Reliability tests like Cronbach Alpha and Composite Reliability were also carried out to verify the model's resilience and stability further.

The data summarized in Table 3 shows the Fornell-Larcker criterion, demonstrating the extent to which the constructs exhibit reliability and validity.

Table 2. Survey items and factor loading.

Construct	Item	Measurement	Factor loading	References
Perceived usefulness	PU1	Using pay later is a relatively efficient way to pay	0.835	Zhong and Moon (2022)
	PU2	This payment method will help me make payments smoothly	0.825	
	PU3	Using pay later is useful for me	0.838	
	PU4	Using paylater gives me benefits	0.823	
Perceived value	PV1	PayLater offers me an interesting take on the shopping experience	0.807	Zhong and Moon (2022)
	PV2	Using pay later makes the shopping experience worth the money spent	0.781	
	PV3	Paylater provides better service as a payment method	0.789	
	PV4	Overall, I am satisfied with the benefits I receive from using pay later.	0.797	
Satisfaction	SA1	Using PayLater for transactions is the right choice	0.777	Zhong and Moon (2022)
	SA2	I like making transactions using pay later	0.795	
	SA3	I am satisfied with the use of pay later	0.784	
	SA4	The pay later service meets my expectations	0.790	
	SA5	Overall, the experience of transacting with pay later is satisfactory	0.767	
Impulsive buying behavior	IB1	When I use pay later, I buy things that I had not intended to purchase	0.823	Chen and Yao (2018)
	IB2	When I use pay later, I can't resist buying merchandise if I really like it	0.836	
	IB3	When I use pay later, if I see a discount price, I tend to buy on impulse	0.853	
	IB4	When using pay later, I buy things according to how I feel at the moment	0.803	
	IB5	When using pay later, I spent more money to buy the merchandise than I expected	0.815	
Post purchase intention	PPI1	I find using pay later useful	0.719	Hsu and Lin (2015)
	PPI2	I will use Pay Later frequently in the future	0.830	
	PPI3	I intend to keep using pay later for shopping	0.861	
	PPI4	I would recommend to others to use pay later	0.850	

Table 3. Fornell–Larcker criterion, construct reliability, and validity.

Variables	IB	PPI	PU	PV	ST	Cronbach's alpha	Composible reliability	AVE
IB	0.826					0.884	0.915	0.683
PPI	0.485	0.817				0.833	0.889	0.667
PU	0.680	0.732	0.830			0.850	0.889	0.690
PV	0.711	0.748	0.780	0.794		0.804	0.872	0.630
ST	0.693	0.653	0.681	0.685	0.783	0.842	0.888	0.612

All of the study's indicators were determined to be valid based on the findings of the discriminant validity tests carried out using the Fornell-Larcker Criterion method. This is because each variable's average variance extracted (AVE) root value was higher than the correlation between the variable and the other variables. The discriminant validity for the variables above is considered to be reasonable based on the AVE values in the table above because the value is more extensive than 0.5.

Since all of the variables' Cronbach's alpha values are more than 0.7, it can be said that these variables can be reliable. Each latent variable's Composite Reliability value was also investigated, and it was discovered that all values were > 0.7, proving that the indicators in each variable's internal measurement fulfilled the predetermined standards.

4.1.2. Inner Model

In research, the inner model is crucial for comprehending how different study variables relate to one another. It depicts the connections between the latent variables' indicators, which are used to operationalize the latent variables, and their causal links. Several key components must be considered to build an effective inner model, including goodness-of-fit indices, factor loadings, path coefficients, and indicator reliability. The analysis output is provided in Figure 3.
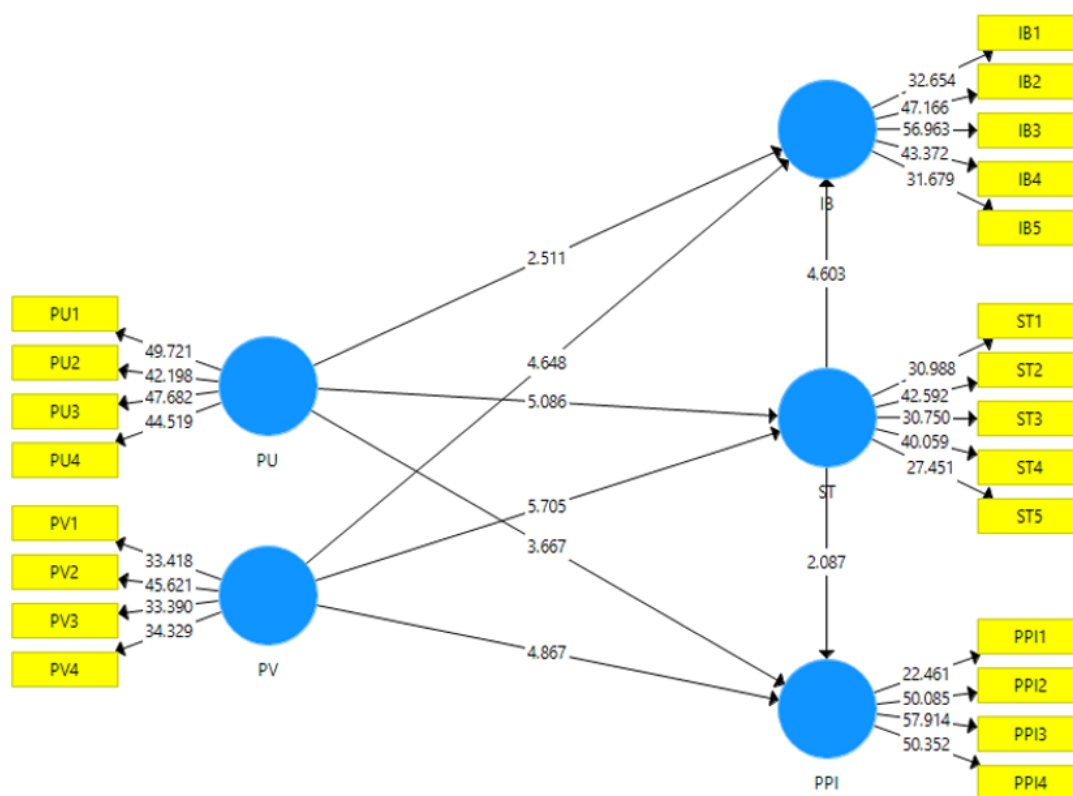

Figure 3. Inner model.

Table 4. R square, R square adjusted, and Q square.

Variables	R square	R square adjusted	Q square	Result
IB	0.415	0.414	0.279	Substantial
PPI	0.438	0.437	0.287	Substantial
ST	0.364	0.362	0.217	Moderate

The R Square value in Table 4 shows how much an exogenous variable influences an endogenous variable. R Square values can be used to categorize the strength of this conclusion. A value of 0.67 is regarded as substantial, a value of 0.33 as moderate, and a value of 0.19 as weak. IB and PPI are therefore regarded as significant variables, whereas variable satisfaction is moderate.

According to the above table, it is clear that the independent variables, PU, PV, and ST, are affected by the IB variable to the tune of 59.8%. Factors outside the scope of this investigation impact the remaining 40.2%. A total of 63.1% of the dependent variable, PPI, is impacted by the variables PU, PV, and ST, and the remaining 36.9% is impacted by other variables not examined in this study.

The influence of the PU and PV factors on the dependent variable, ST, is 52.4%, with the remaining 47.7% being influenced by additional variables not examined in this study. Each Q-Square value in the table above is 0.402, 0.413, and 0.313. The resultant observations are appropriate for the model and the parameters when the criterion value is more significant than 0.35.

The information presented in Table 5 outlines the Hypothesis testing result.

Table 5. Hypothesis testing.

Hypotheses		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
H1	PU -> IB	0.136	0.136	0.078	2.511	0.012	Accepted
H2	PU -> PPI	0.217	0.217	0.085	3.667	0.000	Accepted
H3	PU -> ST	0.260	0.263	0.073	5.086	0.000	Accepted
H4	PV -> IB	0.228	0.226	0.071	4.648	0.000	Accepted
H5	PV -> PPI	0.265	0.267	0.078	4.867	0.000	Accepted
H6	PV -> ST	0.273	0.271	0.069	5.705	0.000	Accepted
H7	ST -> IB	0.232	0.233	0.073	4.603	0.000	Accepted
H8	ST -> PPI	0.124	0.122	0.086	2.087	0.037	Accepted

4.1.3. Hypothesis Testing

A t-test is a statistical tool used to assess how one exogenous variable affects the variance of the endogenous variables individually (Ghozali, 2015). The current study examines the impact of one independent variable on dependent variables while maintaining the status quo for other independent variables.

The researcher computes the t-statistic and p-value values for each variable based on the table and then tests the established hypotheses. The p-value shows the significance of our findings. The outcome is deemed significant if the p-value is 0.05 or lower. However, if the p-value is higher than 0.05, the result is regarded as non-significant and is frequently disregarded.

Based on the table shown, the P Values for all hypotheses are more significant than 0.05. All the hypotheses stated are significant among the variables.

4.2. Discussion

Based on the results of our research, all hypotheses proposed (Hypothesis 1 to Hypothesis 8) can be proven correct because there are significant and consistent numbers.

Perceived utility influences post-purchase intention significantly, as well as impulse buying and satisfaction. This result is consistent with the findings of several past studies on BNPL, which demonstrated that perceived usefulness has a beneficial impact on customer decision-making (Fook & McNeill, 2020; Khan & Vilary Mbanyi, 2022; Schomburgk & Hoffmann, 2022). Customers are more likely to be satisfied with the service and to make impulsive purchases if they find BNPL useful. Additionally, this beneficial correlation between perceived usefulness and satisfaction may boost customer loyalty and improve post-purchase intentions.

Consumers who find BNPL beneficial are more likely to be happy with the service, according to earlier studies (Farrugia et al., 2022; Fook & McNeill, 2020). According to this study, obtaining customer satisfaction depends on several crucial variables, including price, flexibility, ease, and the capacity to satisfy customers' demands and assist them in managing their money. Customers are more likely to regard BNPL favorably if they find it helpful in managing their finances and making timely payments. By demanding frequent payments from customers and enhancing budgeting and spending awareness, BNPL may also help to reduce impulsive purchases. As a result, BNPL might be viewed as having two opposing effects: encouraging or discouraging impulse purchases. Overall, these findings imply that customer pleasure is significantly influenced by perceived BNPL usefulness.

According to this study, the perceived utility of Buy Now, Pay Later (BNPL) services affects post-purchase intention significantly. This result aligns with earlier research, which showed that customers who thought using BNPL were a helpful and positive experience were more likely to have good post-purchase intentions (Saha et al., 2023). Furthermore, factors other than perceived usefulness, such as the caliber of customer service, may have a more significant impact on post-purchase intention. The study's findings also suggest that although the post-purchase intention is unaffected by the perceived utility of BNPL, impulse buying, and satisfaction are positively impacted. This shows that BNPL may be a helpful tool for customers who want to buy goods without paying the entire price upfront. However, using BNPL still requires caution because it could lead to impulsive purchases. Also, it is vital to consider other aspects that may affect post-purchase intention, such as the standard of customer service.

The findings of our study demonstrate that the fourth proposed hypothesis is supported by considerable and reliable data, leading to the conclusion that perceived value (PV) has a significant impact on consumer behavior. This result is consistent with earlier studies, such as that by Wu, Chen, Chen, and Cheng (2014), who emphasized that PV is crucial in determining how satisfied users are with paying later/BNPL services. According to studies by Zhong and Moon (2022) and Kim, Xu, and Gupta (2012) the value of BNPL services in this situation is largely decided by how well the advantages stack up against the perceived dangers and effort required to use transaction services (2012). The ability to make purchases without paying in full upfront with a simple and quick process, receiving discounts on goods and services, having access to credit, and assistance in managing monthly expenses and cash flow are just a few of the advantages that Indonesian consumers believe BNPL services have. Consumers, therefore, believe that the advantages of using BNPL

services surpass the interest that must be paid, which can raise the danger of making impulsive purchases. This result is consistent with earlier studies by Wang et al. (2022) and Wang et al. (2021).

Consumers who perceive benefits from the service, such as an enjoyable shopping experience, excellent service, and several other advantages, are likely to be satisfied with the service in the context of BNPL offerings. According to earlier studies by Mittal and Anderson (2000); Walter, Mueller, and Helfert (2000); Cronin Jr et al. (2000); Andreas and Wolfgang (2002); Hsu (2006); Yang and Peterson (2004); Kuo et al. (2009) and Turel and Serenko (2006), perceived value can influence customer satisfaction (2006). Consequently, our findings imply that, when it comes to BNPL services, perceived value may be a critical factor in determining consumer happiness.

The findings of this study demonstrate that consumers' post-purchase intentions for BNPL services are positively influenced by perceived value. This is consistent with earlier research demonstrating how crucial perceived value affects consumer behavior after a purchase. Consumers using BNPL services will likely have good post-purchase intents, such as making repeat purchases or recommending this service to others if they feel positive benefits and experiences. The significance of perceived value is also consistent with earlier research by Cronin Jr et al. (2000) and Kuo et al. (2009), which discovered that perceived value has a favorable impact on customer satisfaction and post-purchase intentions.

According to earlier studies by Bressolles et al. (2007) and Lee and Chen (2021), consumer happiness is one of the most reliable and significant factors influencing impulse purchases. Customers who are pleased with BNPL or can pay later will be more likely to make impulsive purchases.

According to the findings of our study, hypothesis 8 is proven to be significant because it was determined to be substantial and constant throughout the research. The results also show that customer satisfaction positively impacts future repurchase intentions when using BNPL/pay later services. This conclusion is consistent with an earlier study by Revels et al. (2010), which found that customer satisfaction significantly influences consumers' propensity to make repeat purchases. This may be explained by customers who are satisfied with BNPL/PayLater services and are more eager to use them again and promote them to others. Also, this conclusion is in line with the findings of other research by Zeithaml et al. (1996), Collier and Bienstock (2006) and Lee and Lin (2005), which demonstrate that customer satisfaction is a critical factor in determining future purchases and word-of-mouth advertising of goods and services.

Based on our data analysis, we found that there is no significant indirect effect of the independent variable (PU or PV) on the dependent variable (IB or PPI) through the mediator variable (ST). Therefore, no mediation is marked for the relationships between PU and ST, PV and ST, ST and IB, and ST and PPI. The mediator variable does not demonstrate the connection between the independent and dependent variables. However, our statistical findings revealed partial mediation for the relationships between PU and IB, PU and PPI, PV and IB, and PV and PPI. The term "indirect effect" refers to how an independent variable influences a dependent variable through a mediator variable, while a direct effect appears when an independent variable directly affects a dependent variable without involving a mediator variable.

5. Conclusions and Implications

This study investigated the effects of perceived PayLater/BNPL usefulness and value on satisfaction, impulsive purchasing, and post-purchase intention. The findings showed that customer satisfaction, post-purchase intention, and impulsive buying behavior were all strongly impacted by the perceived value and usefulness of PayLater/BNPL. These findings underscore the importance of understanding the complex interplay between consumer perceptions of the benefits of PayLater/BNPL and their subsequent buying behavior, highlighting the critical role that perceived usefulness and value play in shaping consumers' attitudes and behaviors towards this popular payment option.

The study findings reveal that customers who perceive PayLater/BNPL services as valid and valuable are more likely to feel satisfied, engage in impulse purchases, and exhibit positive post-purchase intentions. These insights are crucial for marketers and retailers to understand how to effectively offer and utilize PayLater/BNPL services to enhance customer satisfaction, impulsive buying, and post-purchase intention. Companies should monitor and evaluate their services to consistently meet evolving customer needs and be aware of the potential adverse effects of impulse buying behavior. The findings also suggest the need for government regulations to ensure transparency and responsible marketing of PayLater/BNPL services to protect financially vulnerable consumers.

By emphasizing the significance of perceived value and usefulness in the context of PayLater/BNPL services, the study significantly expands the body of information on post-purchase intention, impulsive buying, and customer satisfaction. In order to enhance post-purchase intentions, firms should prioritize increasing customer pleasure. The study also supports the vital link between post-purchase intention and customer satisfaction. Additionally, the study contends that impulsive purchasing patterns can be reduced by emphasizing the creation of tactics that raise the perceived worth and utility of the services.

Moreover, the results of this study could be used as a reference by policymakers. This research provides insight into the effects of BNPL services on post-purchase intention, which could be used to inform policy decisions. Furthermore, since this study focused on the Indonesian market, the results could inform policy

decisions in the region. Policymakers should strive to ensure that BNPL services are well-regulated and that customers are aware of the risks associated with using BNPL services, such as overspending. Overall, this research has provided a better understanding of the role of perceived value, utility, satisfaction, and impulse buying on post-purchase intention in BNPL services. The findings of this study have several implications for BNPL services providers, policymakers, and other stakeholders.

6. Limitation and Future Research

Despite providing valuable insights into the short-term effects of PayLater/BNPL services, the study has several limitations that should be addressed for a more comprehensive understanding. The dependency on self-reported data presents the possibility of social bias limiting the accuracy of capturing actual behaviors. Then, the study's findings have limited applicability beyond the specific country and cultural context in which it was conducted. Moreover, the study is limited to focusing on the short-term effects and disregards possible long-term consequences on financial well-being and customer behavior.

The study's limitations include focusing on multiple payment methods and neglecting the potential impact of alternative options like credit and debit cards. Furthermore, overlooking essential factors such as price, product quality, and customer service limits the comprehensive understanding of customer satisfaction and behavior concerning PayLater/BNPL services.

To overcome these limitations, future research could adopt more objective behavior measures and conduct cross-cultural studies to understand better the impact of PayLater/BNPL services in different contexts. Expanding the study's sample to include a more diverse population with varying ages, occupations, and technology literacy levels would also be beneficial. Additionally, future research could investigate the long-term benefits of utilizing PayLater/BNPL services on financial health and well-being and explore any unforeseen effects, such as increased debt levels or financial stress. Furthermore, it could also be valuable to examine the effectiveness of different marketing and advertising strategies for PayLater/BNPL services and how they influence customer behavior and decision-making. Finally, investigating the role of technology and innovation in shaping the future of PayLater/BNPL services and their impact on consumer behavior and financial outcomes could provide valuable insights.

Furthermore, future research could examine the long-term benefits of utilizing PayLater/BNPL services on financial health and well-being and any unforeseen effects, such as increasing debt levels or financial stress. To do this, researchers could examine the financial outcomes of customers who use PayLater/BNPL services over a more extended period of time to see if there are any significant changes in their financial health. Additionally, researchers could investigate the effect of different marketing and advertising strategies for PayLater/BNPL services and how they impact customer behavior and decision-making. For example, researchers could analyze the impact of promotional offers such as discounts and free shipping on customer satisfaction, impulsive buying, and post-purchase intention. Finally, the research could explore the role of technology and innovation in shaping the future of PayLater/BNPL services and their impact on consumer behavior and financial outcomes. For example, researchers could examine the effectiveness of new payment technologies, such as cryptocurrency and mobile wallets, on customer behavior and decision-making. Additionally, future research should also explore the factors that influence customers' decision-making when choosing between different payment methods to better understand the payment process dynamics.

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