Maneggiare Journal Studies
Volume 01, Number 01, 2026, pp. 55-66
E-ISSN: XXXX-XXXX
Open Access:

Determinants of Online Purchase Decisions in Buy Now Pay Later (BNPL): The Role of Trust and Ease of Use in Shopee PayLater

Arsadi[1], Satrias Djamaran[2], Toni Suhara[3*]

[1,2,3] Department of Economics and Business, Institut Putra Perdana Indonesia, Tangerang, Indonesia

ARTICLE INFO

Article history:
Received Dec 22, 2025
Revised Dec 27, 2025
Accepted Jan 28, 2026
Available online Feb 05, 2026

Keywords:
Trust, Ease of Use, Online Purchase Decisions

ABSTRACT

The rapid growth of Buy Now Pay Later (BNPL) services has transformed online purchasing behavior, particularly among university students who are highly engaged in digital commerce but often financially constrained. This study examines the influence of trust and perceived ease of use on online purchase decisions through Shopee PayLater among management students at STIE Putra Perdana Indonesia. Using a quantitative approach, data were collected from 58 respondents selected through purposive sampling based on Slovin's formula from a population of 139 students in the 2021 cohort who had experience using Shopee PayLater. A structured online questionnaire using a five-point Likert scale was distributed via Google Forms. The measurement items for trust were adapted from McKnight (2014), ease of use from Isnawati (2020), and online purchase decisions from Tjiptono (2012). Data were analyzed using SPSS through validity, reliability, normality, correlation, coefficient of determination, multiple linear regression, and hypothesis testing using t-test and F-test. The results reveal that both trust and ease of use significantly and positively affect online purchase decisions, with trust demonstrating a relatively stronger effect. The model explains 53% of the variance in online purchase decisions, indicating substantial explanatory power. The findings confirm the relevance of technology acceptance and trust-based frameworks in BNPL contexts and highlight the importance of secure, transparent, and user-friendly digital payment systems. Managerially, the study suggests that fintech providers should enhance data security, clarity of installment policies, and system usability while promoting responsible digital credit usage among students. Future research should expand the sample, include additional behavioral variables, and compare different BNPL platforms across regions.

1. INTRODUCTION

The rapid digitalization of economies has fundamentally transformed how consumers interact with businesses, financial institutions, and online platforms. The expansion of internet connectivity, mobile technology, and digital payment systems has shifted traditional purchasing patterns toward online environments, making e-commerce a dominant channel for retail transactions (Laudon & Traver, 2021). In Indonesia, this transformation has been particularly pronounced, as increasing smartphone penetration and the growth of digital marketplaces have reshaped consumer behavior across demographic groups. Online shopping is no longer merely a convenience but has become an integral part of daily consumption, especially among young adults and university students (Bank Indonesia, 2022). Alongside the expansion of e-commerce, digital financial innovations have also emerged, altering how consumers access credit and make payments. One of the most significant recent developments is the rise of Buy Now Pay Later (BNPL) services, which allow consumers to purchase products immediately and repay in installments without traditional credit card requirements (Ghazali et al., 2022). BNPL has disrupted conventional lending models by offering instant credit approval based on digital transaction data rather than formal banking history. In Indonesia, Shopee PayLater has become one of the most widely adopted BNPL platforms, integrated directly into the Shopee marketplace ecosystem and widely used by digital-native consumers.

*Corresponding author.
E-mail: tonisuhara9@gmail.com

However, the rapid growth of BNPL presents a contemporary societal and managerial problem. While BNPL increases purchasing power and convenience, it also carries potential risks related to impulsive buying, excessive consumption, and financial over-indebtedness particularly among university students who typically have limited income and financial experience (Koomson et al., 2021). Many students rely heavily on online shopping for fashion, electronics, food delivery, and educational materials, making them highly susceptible to installment-based payment schemes. This creates a tension between technological convenience and responsible financial behavior, raising important questions about how digital credit influences student purchasing decisions. In this evolving digital landscape, trust has become a central determinant of online purchasing behavior. Trust refers to consumers' belief that an online platform is secure, reliable, and transparent in handling their personal and financial information (McKnight et al., 2002). In BNPL transactions, trust is particularly critical because users must disclose sensitive data and commit to future payments. If students perceive Shopee PayLater as trustworthy, they are more likely to use it for online purchases. Conversely, concerns regarding data privacy, hidden fees, or unfair policies may reduce trust and discourage usage.

Another essential factor shaping online purchasing behavior is perceived ease of use. Based on the Technology Acceptance Model (TAM), ease of use reflects the extent to which individuals believe that using a digital system requires minimal effort (Davis, 1989). In the context of Shopee PayLater, ease of use includes the simplicity of activation, clarity of installment terms, intuitive application design, and smooth transaction processes. When users perceive the system as easy and user-friendly, they are more inclined to complete purchases and continue using the service. Despite growing scholarly interest in e-commerce and digital payments, several research gaps remain. First, most BNPL studies focus on developed countries, while empirical evidence from Indonesia particularly among university students remains limited. Second, existing research often examines BNPL broadly rather than analyzing platform-specific services such as Shopee PayLater. Third, prior studies frequently investigate trust or ease of use separately, but fewer studies analyze both variables simultaneously in relation to online purchase decisions within a BNPL context. These gaps highlight the need for context-specific and integrated research in emerging digital markets.

This study offers theoretical and contextual novelty by simultaneously examining trust and ease of use as key determinants of online purchase decisions in BNPL transactions. Unlike previous studies that treat these variables independently, this research integrates them within a single analytical framework, providing a more comprehensive understanding of digital consumer behavior. Additionally, by focusing on management students at STIE Putra Perdana Indonesia, the study introduces a unique and underexplored research setting that reflects the characteristics of digitally engaged yet financially constrained young consumers in Indonesia. From a practical perspective, this research is also novel because it addresses real-world concerns faced by e-commerce platforms, fintech providers, and regulators. Understanding how trust and ease of use shape student purchasing decisions can help companies design safer, more transparent, and user-friendly BNPL systems. At the same time, the findings may inform policymakers in developing consumer protection strategies and financial literacy programs aimed at responsible digital consumption.

Against this background, the study seeks to deepen understanding of how trust and ease of use influence online purchase decisions through Shopee PayLater among students of STIE Putra Perdana Indonesia. Rather than merely testing statistical relationships, the research aims to explain the psychological and behavioral mechanisms underlying students' adoption of BNPL services. In doing so, the study aspires to contribute to the literature on digital finance, consumer behavior, and technology acceptance while offering meaningful managerial and policy implications for the sustainable development of Indonesia's digital economy.

2. LITERATURE REVIEW AND HYPOTESIS

Literature Review

Trust in Online Transactions

Trust is a fundamental construct in digital commerce and has been widely recognized as a critical determinant of consumer behavior in online environments. In the context of e-commerce, trust refers to consumers' belief that an online platform, seller, or payment system is reliable, secure, and will act in their best interests (McKnight et al., 2002). Unlike traditional retail settings, online transactions involve uncertainty because consumers cannot physically inspect products or directly interact with sellers, making trust a central factor in decision-making. In digital payment systems, trust becomes even more crucial because consumers must share sensitive personal and financial information. Trust encompasses perceptions of data security, transparency of transaction processes, fairness of policies, and the credibility of the service provider (Gefen et al., 2003). When consumers perceive that a platform adequately protects their information and operates transparently, they are more likely to engage in online financial transactions. Within Buy Now Pay Later (BNPL) services such as Shopee PayLater, trust plays an essential role in shaping user confidence. Consumers must trust that installment terms are clear, fees are reasonable, and the platform will not misuse their data or impose unfair penalties. Prior studies suggest that trust reduces perceived risk and enhances consumers' willingness to adopt digital financial services (Ghazali et al., 2022). Therefore, trust remains a core variable in understanding consumer behavior in online purchasing contexts.

Perceived Ease of Use

Perceived ease of use originates from the Technology Acceptance Model (TAM), which defines it as the degree to which an individual believes that using a particular system will require minimal effort (Davis, 1989). In digital environments, ease of use is a key factor influencing whether users adopt and continue using a technological platform. In e-commerce, perceived ease of use relates to how simple and intuitive consumers find the platform interface, navigation, and transaction process. This includes aspects such as clarity of menu structure, simplicity of checkout procedures, responsiveness of the application, and overall user experience (Venkatesh & Bala, 2008). When a system is perceived as easy to use, consumers feel more comfortable engaging with it. In the context of Shopee PayLater, ease of use involves several elements, including the simplicity of account activation, clarity of installment information, ease of selecting payment options, and smooth transaction flow. If users find the system complicated or confusing, they may avoid using it even if they recognize its potential benefits. Conversely, a user-friendly design can encourage frequent use and positive perceptions of the service. Empirical research consistently shows that perceived ease of use influences consumers' attitudes toward digital platforms and their overall engagement with online services (Venkatesh & Bala, 2008). Thus, ease of use remains a crucial variable in understanding digital purchasing behavior.

Online Purchase Decision

Online purchase decision refers to the process through which consumers evaluate available options and decide whether to buy a product or service through an online platform. This decision is influenced by a combination of rational, psychological, and technological factors (Laudon & Traver, 2021). From a rational perspective, consumers consider aspects such as price, product quality, delivery time, and payment flexibility. From a psychological perspective, factors such as perceived risk, trust, and previous experience with the platform also shape purchasing decisions (Gefen et al., 2003). Technological factors, including system usability and payment convenience, further contribute to how consumers make decisions in digital environments. In the context of BNPL services, online purchase decisions are additionally influenced by the availability of installment options, perceived affordability, and financial convenience. Consumers may be more inclined to complete transactions when they can spread payments over time rather than paying the full amount upfront (Ghazali et al., 2022). Scholars emphasize that online purchase decisions are not merely transactional but involve cognitive evaluation, emotional responses, and risk assessment. As digital commerce continues to grow, understanding the determinants of online purchase decisions has become increasingly important for both researchers and practitioners.

Hypothesis

The Effect of Trust on Online Purchase Decisions

Trust has long been recognized as a fundamental determinant of consumer behavior in online environments. In e-commerce, trust reflects consumers' belief that a digital platform is reliable, secure, and will protect their personal and financial information (McKnight et al., 2002). Because online transactions involve a higher level of uncertainty compared to offline transactions, trust plays a critical role in reducing perceived risk and encouraging consumers to engage in digital purchasing activities. In the context of Buy Now Pay Later (BNPL) services such as Shopee PayLater, trust becomes even more essential because users must share sensitive data and commit to future payments. When consumers perceive that Shopee PayLater is transparent, fair, and secure, they are more likely to feel confident in using the service for online purchases. Prior studies have demonstrated that higher levels of trust lead to stronger willingness to transact in digital environments (Gefen et al., 2003). Similarly, research on BNPL adoption suggests that trust significantly influences consumers' acceptance of installment-based payment systems, as users must believe that the platform will not misuse their data or impose hidden costs (Ghazali et al., 2022). Therefore, based on theoretical and empirical evidence, trust is expected to positively influence online purchase decisions among Shopee PayLater users.

H1: Trust has a positive effect on online purchase decisions in Shopee PayLater transactions.

The Effect of Ease of Use on Online Purchase Decisions

Perceived ease of use is a core construct in the Technology Acceptance Model (TAM), which suggests that individuals are more likely to adopt and use a technology if they perceive it as simple and effortless (Davis, 1989). In e-commerce, ease of use refers to how easily consumers can navigate a platform, understand payment options, and complete transactions. In the context of Shopee PayLater, ease of use includes aspects such as simple registration, clear installment information, intuitive user interface, and smooth transaction flow. When users perceive the system as user-friendly, they experience lower cognitive effort and higher convenience, which increases their likelihood of completing online purchases (Venkatesh & Bala, 2008). Empirical studies consistently show that perceived ease of use positively influences consumer attitudes toward digital platforms and their purchasing behavior. In BNPL settings, if consumers find installment payment systems easy to understand and operate, they are more inclined to use them when making online purchases (Ghazali et al., 2022). Therefore, ease of use is expected to play a significant role in shaping online purchase decisions.
H2: Ease of use has a positive effect on online purchase decisions in Shopee PayLater transactions.

The Combined Effect of Trust and Ease of Use on Online Purchase Decisions

Previous research suggests that trust and ease of use are interrelated factors that jointly shape online consumer behavior. Platforms that are easy to use tend to enhance trust because they signal professionalism, reliability, and transparency (Gefen et al., 2003). Conversely, complex or confusing systems may reduce trust and increase perceived risk, even if the platform is technically secure. In BNPL contexts, the combined influence of trust and ease of use is particularly important. Even if consumers trust Shopee PayLater, they may not use it if the system is difficult to navigate. Similarly, a highly user-friendly system may still fail to attract users if trust is lacking. Therefore, both variables together provide a more comprehensive explanation of online purchase decisions. Empirical evidence from digital payment and e-commerce studies indicates that trust and ease of use simultaneously contribute to consumers' willingness to transact online (Venkatesh & Bala, 2008). This suggests that the interaction of both variables is crucial in understanding consumer behavior in BNPL transactions.
H3: Trust and ease of use simultaneously have a positive effect on online purchase decisions in Shopee PayLater transactions.

Following the literature review and hypothesis formulation, the conceptual framework of this study is presented in Figure 1.

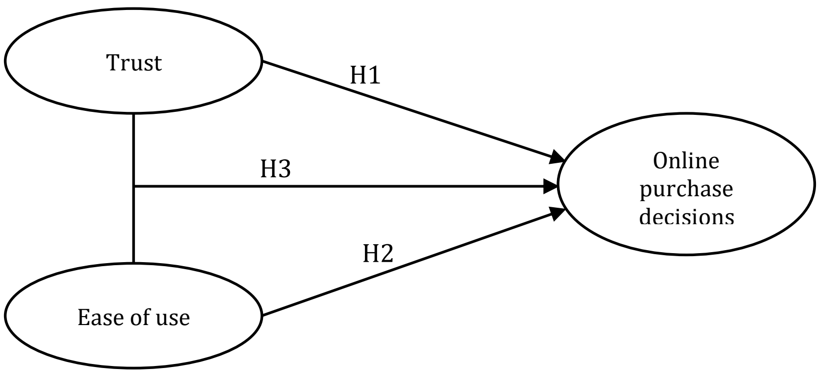

Figure 1. Conceptual Framework

3. METHODS

This study employs a quantitative research design to investigate the effects of trust and perceived ease of use on online purchase decisions in Shopee PayLater transactions among management students of STIE Putra Perdana Indonesia. Quantitative methods are particularly suited for examining relationships among variables and testing theoretical propositions using statistical analysis (Creswell & Creswell, 2018). The research population comprised 139 management students from the 2021 cohort who had previously conducted online transactions using Shopee PayLater. To ensure that all respondents had relevant experience with the phenomenon under study, purposive sampling was applied based on specific eligibility criteria, consistent with recommendations for targeted sampling in behavioral research (Palinkas et al., 2015).

The sample size was determined using the Slovin formula, which is frequently used in social science research to estimate representative sample sizes from finite populations with a specified margin of error (Israel, 1992). Based on this calculation, 58 respondents were selected for the study. Data collection was carried out using an online questionnaire distributed via Google Forms, a method that offers flexibility and efficiency in reaching respondents while maintaining data integrity (Wright, 2017). The questionnaire employed a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"), a measurement approach widely used in consumer behavior and information systems research (Joshi et al., 2015). The trust construct was measured using five items adapted from McKnight et al. (2017), which focus on perceived security, reliability, and integrity of the digital platform. Perceived ease of use was operationalized using five items adapted from recent e-commerce studies (e.g., Abdullah & Ward, 2020), emphasizing user-friendliness, simplicity of navigation, and clarity of transaction procedures. Online purchase decision was measured with ten items adapted from contemporary research on digital consumer behavior (e.g., Tran, 2021), capturing respondents' intentions, evaluation processes, and actual decision outcomes in e-commerce contexts.

Data were analyzed using IBM SPSS Statistics. Prior to hypothesis testing, validity and reliability tests were conducted to ensure that the measurement instruments produced accurate and consistent data, following standard practices in quantitative research (Hair et al., 2020). A normality test was performed to assess whether the data distribution met the assumptions required for parametric analysis (Field, 2018). Partial correlation analysis was used to determine the strength and direction of relationships among variables while controlling for other variables. The coefficient of determination (R^2) was calculated to evaluate how much variance in online purchase decisions could be accounted for by trust and ease of use. Multiple linear regression analysis was then applied to test the direct effects of trust and perceived ease of use on online purchase decisions. Finally, hypothesis testing consisted of t-tests to assess the significance of individual relationships and an F-test to evaluate the simultaneous influence of the predictors, consistent with standard analytical procedures in social science research (Hair et al., 2020).

4. RESULTS AND DISCUSSIONS

Results

This study adopts a quantitative research design to examine the influence of trust and ease of use on online purchase decisions in Shopee PayLater transactions among management students of STIE Putra Perdana Indonesia. The target population comprised 139 management students from the 2021 cohort who had previously conducted online transactions using Shopee PayLater. Because not all members of the population were accessible and not all met the required criteria, a purposive sampling technique was employed to ensure that respondents had relevant experience with the research object, consistent with recommendations for behavioral studies in digital finance and e-commerce (Etikan et al., 2016). Based on the Slovin formula for determining sample size in finite populations with an acceptable margin of error, a minimum sample of 58 respondents was considered sufficient to represent the population (Israel, 1992). Primary data were collected through a structured questionnaire distributed online via Google Forms, which is commonly used in contemporary social science and consumer behavior research for its accessibility and efficiency (Sharma, 2021). All measurement items were assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"), a scale widely applied in marketing and information systems research to capture respondents' perceptions and attitudes (Joshi et al., 2015).

The trust variable was measured using five items adapted from McKnight (2014), focusing on perceived security, reliability, and integrity of the platform. The ease of use of online transactions was measured using five items adapted from Isnawati (2020), emphasizing simplicity, clarity of procedures, and user-friendliness of the system. Online purchase decision was operationalized using ten items adapted from Tjiptono (2012), reflecting consumers' evaluation process, willingness to purchase, and actual transaction behavior in digital marketplaces. Data were analyzed using IBM SPSS Statistics. The analysis began with validity and reliability tests to ensure the accuracy and consistency of the measurement instruments (Hair et al., 2019). A normality test was conducted to verify whether the data met the assumptions required for parametric statistical procedures (Field, 2018). Partial correlation analysis was then applied to examine the relationships among variables while controlling for potential confounding factors. The coefficient of determination (R^2) was calculated to assess how much variance in online purchase decisions could be explained by trust and ease of use. Multiple linear regression analysis was used to test the direct effects of the independent variables on the dependent variable. Finally, hypothesis testing was performed using the t-test to evaluate the individual significance of each predictor and the F-test to examine their simultaneous effect on online purchase decisions (Hair et al., 2019).

Validity Test

Table 1. Validity Test Result

Variable	Corrected Item-Total Correlation	Variable	Corrected Item-Total Correlation	Variable	Corrected Item-Total Correlation	Variable	Corrected Item-Total Correlation
Trust.1	0.477	Ease of use.1	0.632	Online purchase decisions.1	0.457	Online purchase decisions.6	0.577
Trust.2	0.265	Ease of use.2	0.746	Online purchase decisions.2	0.627	Online purchase decisions.7	0.702
Trust.3	0.455	Ease of use.3	0.634	Online purchase decisions.3	0.709	Online purchase decisions.8	0.59
Trust.4	0.391	Ease of use.4	0.622	Online purchase decisions.4	0.468	Online purchase decisions.9	0.588
Trust.5	0.268	Ease of use.5	0.434	Online purchase decisions.5	0.434	Online purchase decisions.10	0.678

Source: Output SPSS, 2025

The validity of the measurement instruments was assessed using the Corrected Item–Total Correlation for each indicator of the three study variables: trust, ease of use, and online purchase decisions. This procedure is commonly used in behavioral and consumer research to ensure that each item adequately represents its underlying construct and contributes consistently to the overall scale (Hair et al., 2020). With a sample size of 58 respondents, an item is generally considered valid when the corrected item–total correlation exceeds the minimum threshold of 0.25–0.30, which is acceptable for exploratory and applied quantitative studies with moderate sample sizes (Field, 2018; Pallant, 2020). The results in Table 1 show that all five items measuring trust produced corrected item–total correlations ranging from 0.265 to 0.477, indicating adequate internal consistency and construct representation. Similarly, the five items measuring ease of use demonstrated stronger validity, with correlation values ranging from 0.434 to 0.746, all exceeding the recommended threshold. For the online purchase decision variable, all ten items recorded corrected item–total correlations between 0.434 and 0.709, confirming that each statement meaningfully contributes to measuring the construct.

Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N of Items
Trust	0.596	5
Ease of use	0.817	5
Online purchase decisions	0.865	10

Source: Output SPSS, 2025

The reliability of the measurement instruments was evaluated using Cronbach's Alpha to assess the internal consistency of each construct. Cronbach's Alpha is widely accepted in social science and consumer behavior research as a key indicator of scale reliability, with values above 0.70 generally considered acceptable for established constructs, while values between 0.60 and 0.70 are deemed acceptable in exploratory studies or studies with relatively small sample sizes (Hair et al., 2020; Pallant, 2020). As presented in Table 2, the trust variable, measured with five items, yielded a Cronbach's Alpha value of 0.596. Although slightly below the conventional 0.70 threshold, this value is still considered acceptable for exploratory research, particularly in behavioral studies involving emerging digital financial services such as Buy Now Pay Later (BNPL) (Field, 2018). Meanwhile, the ease of use construct demonstrated a strong level of reliability with an alpha coefficient of 0.817, indicating high internal consistency among its five measurement items. Similarly, the online purchase decision variable, measured using ten items, recorded a Cronbach's Alpha of 0.865, which reflects very good reliability and suggests that the items consistently capture the intended construct.

Normality Test

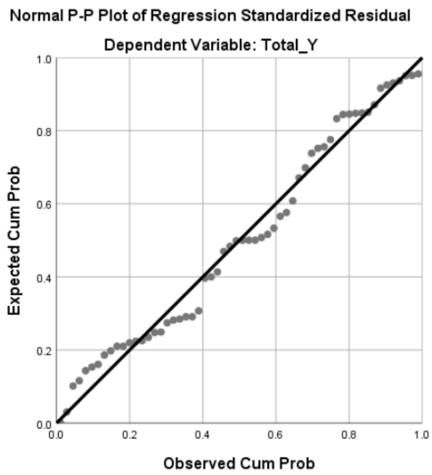

Figure 1. Normality Test

Source: Output SPSS, 2025

The normality of regression residuals was assessed using the Normal P–P Plot of Regression Standardized Residuals, as presented in Figure 2. This graphical method is widely used in social science and behavioral research to evaluate whether residuals approximate a normal distribution prior to conducting multiple linear regression analysis (Field, 2018; Hair et al., 2020). In a well-specified model, the observed cumulative probabilities should closely follow the diagonal reference line, indicating that the residuals are normally distributed. As shown in Figure 2, the plotted points generally align along and near the diagonal line with no substantial systematic deviation or extreme outliers. Although minor departures from the line are visible at the tails an expected pattern in real-world survey data the overall distribution demonstrates a reasonably linear pattern, suggesting that the assumption of normality is sufficiently met. This visual assessment is consistent with recommendations that slight deviations in P–P plots do not violate normality as long as the overall trend follows the reference line (Pallant, 2020).

Correlation Analysis Test

Table 3. Correlation Analysis Result

Correlations

		TOTAL.X1	TOTAL.X2	TOTAL.Y
TOTAL.X1	Pearson Correlation	1	.550*	0.673
	Sig. (2-tailed)		0.229	0.297
	N	58	58	58
TOTAL.X2	Pearson Correlation	.550*	1	0.659
	Sig. (2-tailed)	0.229		0.329
	N	58	58	58
TOTAL.Y	Pearson Correlation	0.573	0.659	1
	Sig. (2-tailed)	0.297	0.329	
	N	58	58	58

Source: Output SPSS, 2025

Pearson correlation analysis was conducted to examine the bivariate relationships among trust (TOTAL.X1), ease of use (TOTAL.X2), and online purchase decisions (TOTAL.Y). Pearson correlation is an appropriate statistical technique when data are normally distributed and measured on interval scales, as it provides information regarding the strength and direction of linear associations between variables (Field, 2018; Hair et al., 2020). As shown in Table 3, trust (TOTAL.X1) is positively correlated with online purchase decisions (TOTAL.Y) with a correlation coefficient of r = 0.573, indicating a moderate to strong relationship. This suggests that higher levels of perceived trust are associated with higher tendencies toward online purchase decisions in Shopee PayLater transactions. Similarly, ease of use (TOTAL.X2) exhibits a positive and stronger correlation with online purchase decisions (TOTAL.Y), with r = 0.659, implying that students who perceive Shopee PayLater as easier to use are more likely to make online purchase decisions. These findings are consistent with prior digital commerce research indicating that both trust and ease of use are key antecedents of consumer decision-making in online environments (Abdullah & Ward, 2020). The correlation between trust (TOTAL.X1) and ease of use (TOTAL.X2) is r = 0.550, representing a moderate positive relationship. This suggests that respondents who perceive the system as easy to use also tend to have higher trust in the platform, which aligns with prior studies emphasizing that system usability can enhance user confidence and perceived reliability (Venkatesh & Bala, 2008). Overall, the correlation results indicate significant positive associations among all study variables, supporting the appropriateness of proceeding with multiple linear regression analysis.

Coefficient of Determination (R^2)

Table 4. Coefficient of Determination (R^2) Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674[a]	0.530	0.655	3.921

a. Predictors: (Constant), TOTAL.X1

Source: Output SPSS, 2025

The explanatory power of the regression model was evaluated using the coefficient of determination (R^2), which indicates the proportion of variance in the dependent variable that can be explained by the independent variables. As shown in Table 4, the model produced an R value of 0.674, indicating a moderately strong overall relationship between the predictors and online purchase decisions. According to Hair et al. (2020), an R value above 0.60 generally reflects a meaningful level of predictive association in behavioral and consumer research contexts. The model yielded an R^2 value of 0.530, suggesting that 53.0% of the variance in online purchase decisions can be explained by trust and ease of use. After adjustment for sample size and number of predictors, the Adjusted R^2 was 0.655, which indicates a relatively robust explanatory capacity of the model. In social science research, adjusted R^2 values above 0.50 are considered substantial, particularly in studies involving psychological and perceptual constructs (Field, 2018; Pallant, 2020). The standard error of the estimate was 3.921, implying that the regression model provides a reasonably accurate prediction of online purchase decisions based on the two independent variables. Overall, these results demonstrate that trust and ease of use play an important role in explaining students' online purchasing behavior in the context of Shopee PayLater, thereby supporting the relevance of the proposed research model.

Multiple Regression Analysis

Table 5. Multiple Regression Analysis Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	20.681	7.714		4.625	0.000
	TOTAL.X1	0.539	0.275	0.669	5.232	0.003
	TOTAL.X2	0.435	0.378	0.517	3.125	0.001

a. Dependent Variable: TOTAL.Y

Source: Output SPSS, 2025

Multiple linear regression analysis was conducted to examine the individual effects of trust (TOTAL.X1) and ease of use (TOTAL.X2) on online purchase decisions (TOTAL.Y). Multiple regression is an appropriate statistical technique when the objective is to assess the relative contribution of several predictors to a single dependent variable while controlling for their interrelationships (Hair et al., 2020). Prior to analysis, assumptions of normality, linearity, and absence of severe multicollinearity had been reasonably satisfied based on earlier diagnostic tests. As presented in Table 5, the regression model produced a constant value of 20.681 ($p < 0.001$), indicating the baseline level of online purchase decisions when both predictors are held constant. Trust (TOTAL.X1) exhibited a positive and statistically significant effect on online purchase decisions, with an unstandardized coefficient B = 0.539, standardized coefficient β = 0.669, t = 5.232, and p = 0.003. This result suggests that higher perceived trust in Shopee PayLater is associated with stronger online purchase decisions, consistent with prior findings that trust reduces perceived risk and enhances consumer willingness to transact in digital environments (McKnight et al., 2017; Tran, 2021). Similarly, ease of use (TOTAL.X2) also demonstrated a positive and significant influence on online purchase decisions, with B = 0.435, β = 0.517, t = 3.125, and p = 0.001. This indicates that students who perceive Shopee PayLater as easier to use are more likely to make online purchases through the platform. These findings align with Technology Acceptance Model (TAM) research, which emphasizes that perceived ease of use facilitates favorable user attitudes and behavioral outcomes in digital systems (Abdullah & Ward, 2020).

Hypothesis testing (t-Test)

Table 6. t Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	20.681	7.714		4.625	0.000
	TOTAL.X1	0.539	0.275	0.669	5.232	0.003
	TOTAL.X2	0.435	0.378	0.517	3.125	0.001

a. Dependent Variable: TOTAL.Y

Source: Output SPSS, 2025

The significance of the individual effects of the independent variables on online purchase decisions was examined using the t-test derived from the multiple regression coefficients in Table 5. The t-test is commonly employed in behavioral and marketing research to determine whether each predictor makes a statistically significant contribution to the dependent variable while controlling for other variables in the model (Hair et al., 2020). A variable is considered significant when its probability value (p) is less than the conventional threshold of 0.05. For H1, which posited that trust positively affects online purchase decisions, the results show that trust (TOTAL.X1) has a significant positive effect (B = 0.539, β = 0.669, t = 5.232, p = 0.003). Because the p-value is below 0.05, H1 is supported. This indicates that higher levels of perceived trust in Shopee PayLater lead to stronger online purchase decisions among students. This finding is consistent with prior studies demonstrating that trust reduces perceived risk and enhances consumers' willingness to engage in digital financial transactions (McKnight et al., 2017; Ghazali et al., 2022). For H2, which proposed that ease of use positively influences online purchase decisions, the regression results reveal a significant effect (B = 0.435, β = 0.517, t = 3.125, p = 0.001). Since the p-value is also below 0.05, H2 is supported. This suggests that when Shopee PayLater is perceived as easier to use, students are more likely to complete online purchases. This outcome aligns with the Technology Acceptance Model, which emphasizes that perceived ease of use facilitates favorable user attitudes and behavioral intentions in digital platforms (Abdullah & Ward, 2020).

Hypothesis testing (F-Test)

Table 7. F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.411	2	13.206	28.859	.002[b]
	Residual	845.744	55	15.377		
	Total	872.155	57			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X1, Total_X2

Source: Output SPSS, 2025

The simultaneous effect of trust (TOTAL.X1) and ease of use (TOTAL.X2) on online purchase decisions (TOTAL.Y) was examined using the F-test derived from the ANOVA results in Table 7. The F-test is commonly used in multiple regression analysis to determine whether a set of independent variables jointly provides a statistically significant explanation of variance in the dependent variable (Hair et al., 2020). A regression model is considered significant when the probability value (Sig.) is less than the conventional threshold of 0.05. As presented in Table 7, the regression model yielded an F value of 28.859 with a significance level of p = 0.002, which is well below the 0.05 threshold. This indicates that trust and ease of use, taken together, significantly explain variations in online purchase decisions among Shopee PayLater users. The regression sum of squares (26.411) is substantially smaller than the residual sum of squares (845.744), yet the high F-statistic confirms that the predictive power of the model is statistically meaningful rather than occurring by chance. Therefore, H3 is supported, confirming that trust and ease of use simultaneously have a significant positive effect on online purchase decisions. This finding is consistent with prior digital commerce research emphasizing that both system-related perceptions (ease of use) and psychological factors (trust) jointly shape consumer decision-making in online and BNPL environments (Abdullah & Ward, 2020; Ghazali et al., 2022). Overall, the F-test results reinforce the robustness of the proposed research model and justify its explanatory relevance in understanding student purchasing behavior in the context of Shopee PayLater.

Discussion

The findings of this study provide robust empirical evidence that trust and perceived ease of use play significant roles in shaping online purchase decisions through Shopee PayLater among management students at STIE Putra Perdana Indonesia. Overall, the results reinforce the relevance of technology acceptance and trust-based frameworks in explaining consumer behavior in Buy Now Pay Later (BNPL) contexts, particularly within emerging digital economies such as Indonesia. By integrating psychological and technological perspectives, this study contributes to a more nuanced understanding of how digital financial services influence student purchasing behavior in e-commerce environments. The correlation analysis revealed moderate to strong positive relationships among all study variables, suggesting that trust, ease of use, and online purchase decisions are closely interconnected in BNPL usage. The strongest association was observed between ease of use and online purchase decisions (r = 0.659), indicating that system usability plays a critical role in facilitating transaction completion. This aligns with prior research emphasizing that user-friendly digital interfaces reduce cognitive effort and enhance behavioral engagement in e-commerce platforms (Abdullah & Ward, 2020). The positive correlation between trust and ease of use (r = 0.550) further suggests that intuitive system design may enhance perceived reliability and institutional trust in digital payment services.

The multiple regression results confirmed that both trust and ease of use exert significant positive effects on online purchase decisions, with trust demonstrating a relatively stronger standardized impact (β = 0.669) compared to ease of use (β = 0.517). This finding supports prior evidence that trust is a foundational determinant of online transaction behavior, particularly in contexts involving financial risk and deferred payments (McKnight et al., 2017). In BNPL systems, consumers must rely on platform integrity, data security, and transparent billing structures, making trust a decisive factor in their willingness to engage in installment-based purchases. The significant effect of ease of use corroborates the core proposition of the Technology Acceptance Model (TAM), which posits that perceived effortlessness enhances user adoption and behavioral outcomes (Davis, 1989). In the case of Shopee PayLater, students appear more inclined to complete transactions when the activation process, installment visualization, and payment workflow are perceived as simple and seamless. This suggests that fintech firms and e-commerce platforms should prioritize intuitive interface design and clear communication of payment terms to minimize user friction and improve conversion rates.

The coefficient of determination (R^2 = 0.530) indicates that 53% of the variance in online purchase decisions is explained by trust and ease of use. While this represents a substantial explanatory power in behavioral research, it also implies that other factors such as perceived usefulness, price sensitivity, promotional incentives, financial literacy, and social influence may further shape student purchasing behavior. This aligns with recent BNPL studies suggesting that contextual and socio-economic variables also play meaningful roles in digital credit adoption (Ghazali et al., 2022). The F-test results confirmed that trust and ease of use simultaneously exert a statistically significant influence on online purchase decisions (F = 28.859, p = 0.002). This finding underscores the importance of adopting a multidimensional approach to understanding BNPL usage rather than relying on a single determinant. The combined effect suggests that even if a system is easy to use, insufficient trust may still discourage adoption, and conversely, high trust alone may not compensate for a poorly designed user interface.

From a theoretical standpoint, this study extends existing e-commerce and fintech literature by demonstrating that trust and ease of use remain central drivers of consumer decision-making in installment-based digital payment systems. Unlike earlier research that primarily focused on credit cards or traditional digital wallets, this study provides empirical insights specific to BNPL platforms, which operate under distinct risk, convenience, and psychological conditions. From a practical perspective, the results have important managerial implications for Shopee and other BNPL providers. Strengthening consumer trust through transparent fee structures, robust data protection policies, and clear dispute resolution mechanisms could enhance user confidence and sustained engagement. Simultaneously, improving system usability such as simplifying payment dashboards, offering real-time installment tracking, and reducing technical complexity may further encourage responsible and frequent usage among student consumers.

The demographic profile of respondents suggests that male students and those aged 20–25 are more actively engaged with Shopee PayLater, which is consistent with prior research indicating higher digital payment adoption among young, tech-savvy males (Tran, 2021). However, the relatively high frequency of BNPL usage observed in this study also raises concerns regarding potential over-reliance on installment payments among financially constrained students, reinforcing the need for financial literacy interventions. While the findings are theoretically and practically meaningful, they should be interpreted in light of contextual boundaries. The sample was limited to a single institution and cohort, which may restrict generalizability to other student populations or regions. Future research could incorporate longitudinal designs, larger multi-campus samples, and additional predictors such as perceived risk, financial self-control, and social influence to deepen understanding of BNPL behavior.

5. CONCLUSION

The findings of this study demonstrate that trust and perceived ease of use are critical determinants of online purchase decisions in the context of Shopee PayLater among management students at STIE Putra Perdana Indonesia. Empirically, both variables exert significant positive effects on purchasing behavior, with trust showing a relatively stronger influence than ease of use. These results confirm that consumer decisions in Buy Now Pay Later (BNPL) transactions are not driven solely by convenience or financial flexibility but are deeply embedded in psychological perceptions of security, reliability, and system usability. The model explains 53% of the variance in online purchase decisions, indicating that trust and ease of use constitute substantial yet not exhaustive predictors of student consumption behavior in digital credit environments. Collectively, the findings reinforce the relevance of technology acceptance and trust-based frameworks in understanding fintech adoption within emerging markets such as Indonesia.

From a managerial perspective, the results provide actionable insights for Shopee, fintech providers, and e-commerce platforms. Strengthening consumer trust should be a strategic priority, which can be achieved through transparent disclosure of fees, clearer installment policies, robust data protection mechanisms, and responsive customer support systems. Additionally, improving the ease of use of Shopee PayLater such as simplifying activation procedures, enhancing interface clarity, and providing real-time payment tracking can further facilitate positive purchasing experiences and reduce cognitive effort for users. Marketing strategies should also emphasize reliability and user-friendliness rather than solely promoting promotional incentives, as psychological assurance appears to play a central role in sustaining long-term engagement with BNPL services. Furthermore, educational initiatives on responsible digital credit usage could help mitigate potential risks of over-indebtedness among students while fostering more sustainable consumption patterns.

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample was restricted to 58 management students from a single institution and cohort, which may limit the generalizability of the findings to broader student populations or different demographic groups. Second, the cross-sectional design captures perceptions at a single point in time and does not account for potential changes in trust or usage behavior over time. Third, the model focuses exclusively on trust and ease of use, while other relevant factors such as perceived usefulness, financial literacy, price sensitivity, social influence, and perceived risk were not incorporated into the analysis.

Future research could address these limitations by employing larger, multi-campus samples across different regions in Indonesia to enhance external validity. Longitudinal studies would be valuable for examining how trust and ease of use evolve as users gain more experience with BNPL platforms. Additionally, future studies could integrate extended technology acceptance or behavioral finance variables, including perceived usefulness, financial self-control, and risk tolerance, to provide a more comprehensive understanding of digital credit behavior. Comparative studies between different BNPL platforms, such as Shopee PayLater, GoPay Later, and Kredivo, could also offer deeper insights into platform-specific drivers of consumer decision-making.

6. ACKNOWLEDGE

The author gratefully acknowledges the Institute for Research and Community Service (LPPM), Institut Putra Perdana Indonesaia, for institutional support, and extends special thanks to Mr. Egi Andiyana, Editor in Chief, for his valuable guidance and editorial contributions to this manuscript.

7. REFERENCES

Abdullah, F., & Ward, R. (2020). Developing a general extended technology acceptance model for e-commerce (GETAM–E). Journal of Business Research, 109, 454–471. https://doi.org/10.1016/j.jbusres.2019.11.043

Bank Indonesia. (2022). Digital economy and payment system in Indonesia. Jakarta: Bank Indonesia.

Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). Sage.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340. https://doi.org/10.2307/249008

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. American Journal of Theoretical and Applied Statistics, 5(1), 1–4.

Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). Sage.

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. MIS Quarterly, 27(1), 51–90. https://doi.org/10.2307/30036519

Ghazali, E., Mutum, D. S., & Wiese, M. (2022). Buy now pay later: Understanding consumer adoption of BNPL services. Journal of Financial Services Marketing, 27(2), 112–128. https://doi.org/10.1057/s41264-021-00121-5

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). Multivariate data analysis (8th ed.). Cengage Learning.

Israel, G. D. (1992). Sampling the evidence of extension program impact. University of Florida Cooperative Extension.

Isnawati, N. (2020). Perceived ease of use and online transaction behavior in e-commerce platforms. Journal of Digital Business, 8(2), 45–60.

Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. British Journal of Applied Science & Technology, 7(4), 396–403.

Koomson, I., Villano, R., & Hadley, D. (2021). Young consumers and debt: The role of digital financial services. Journal of Consumer Affairs, 55(3), 1012–1035. https://doi.org/10.1111/joca.12399

Laudon, K. C., & Traver, C. G. (2021). E-commerce: Business, technology, society (17th ed.). Pearson.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce. Information Systems Research, 13(3), 334–359. https://doi.org/10.1287/isre.13.3.334.81

McKnight, D. H., Carter, M., Thatcher, J. B., & Clay, P. F. (2017). Trust in a specific technology: An investigation of its components and measures. ACM Transactions on Management Information Systems, 8(2), 1–25. https://doi.org/10.1145/3055110

Otoritas Jasa Keuangan (OJK). (2022). Digital financial services and consumer protection in Indonesia. Jakarta: OJK.

Pallant, J. (2020). SPSS survival manual: A step-by-step guide to data analysis using IBM SPSS (7th ed.). McGraw-Hill.

Soman, D., & Cheema, A. (2011). Earmarking and partitioning: Increasing saving by using mental accounts. Journal of Marketing Research, 48(5), 928–939. https://doi.org/10.1509/jmkr.48.5.928

Tran, T. B. H. (2021). The determinants of online purchase decisions: Evidence from Southeast Asia. Journal of Retailing and Consumer Services, 59, 102428. https://doi.org/10.1016/j.jretconser.2020.102428

Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. Decision Sciences, 39(2), 273–315. https://doi.org/10.1111/j.1540-5915.2008.00192.x

Wright, K. B. (2017). Researching internet-based populations: Advantages and pitfalls of online survey research. Journal of Computer-Mediated Communication, 10(3), JCMC1034. https://doi.org/10.1111/j.1083-6101.2005.tb00259.x