DOI: https://doi.org/10.61990/ijamesc.v3i4.573 e-ISSN 2986-8645

# ANALYSIS OF THE INFLUENCE OF THE LOVE OF MONEY, LIFESTYLE AND USE OF SHOPEE PAYLATER ON STUDENTS' PERSONAL FINANCIAL MANAGEMENT

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#### Abstract

This study aims to determine the influence of the love of money, lifestyle and use of Shopee Paylater on students' personal financial management. The population used is students of the digital business study program at Yatsi Madani University class of 2023 who use Shopee Paylater. The sample consisted of 105 respondents, which were taken by purposive sampling method. The hypothesis testing technique in this study uses statistical analysis consisting of multiple linear regression, F test, t-test and determination coefficient (R2) using the help of the SPSS 25 system. The research data is sourced from primary data and is taken by distributing questionnaires. The results of the study show that there is a relationship between independent variables, namely the use of Shopee Paylater, and the dependent variable of students' personal financial management. Based on the results of the study, it can be seen that Love of Money (X1) and Lifestyle (X2) have a significant influence on students' personal financial resources. However, in the variable Use of Shopee Paylater (X3), there is no effect on the student's personal financial management. The conclusion in this study confirms that some students have a positive view of the love of money or have a desire to follow a lifestyle, on the contrary, the use of Shopee Paylater has been proven to have no positive influence on students' personal financial management. Because the ease of access to credit has not fully encouraged improved discipline or better financial planning among students.

Keywords: Love of Money, Lifestyle, Use of Shopee Paylater, Financial Management

#### 1. Introduction

rapid development of technology has facilitated people's daily activities and made social media an inseparable part of life, even shopping activities can now be done easily through the internet thanks to various online shopping applications available. This condition can certainly affect the way everyone, including students, manages their personal finances. Students are considered to have a high level of intellect, intelligence in thinking, and good planning in acting. Personal financial management is very good if applied and run by students in order to control expenses and make the right financial decisions (Eldista et al., 2020).

In financial behavior, students are also considered to have good personal financial management skills because the majority of students do not live with their parents, so they manage their own finances. Students who experience financial difficulties are usually caused by errors in financial management. The difficulty that students often face in managing finances is the tendency to be irrational in making financial decisions, which is influenced by various factors and risks faced. The inability of students to optimize financial management is caused by several things, namely lack of knowledge about finance, limited mindset, unstable psychological state, and lack of sense of responsibility

for the use of money (Alfilail & Vhalery, 2020). These things make many students experience financial weakness and difficulty in managing their finances properly.

Based on data from the Financial Services Authority (OJK), the level of financial literacy of the Indonesian people in 2022 was recorded at 85.10%. This figure shows an increase compared to 2019 which was only 76.19%. In fact, the financial literacy target set in Presidential Regulation (Perpres) No. 50 of 2017 is only 35%. When viewed by region, the level of financial literacy in urban areas reached 50.52%, while in rural areas it was only 48.43%. This data shows that the understanding and use of financial products and services in rural areas is still lagging behind compared to urban areas. In addition, based on the age group in 2022, the level of financial literacy for the age of 18–25 years old, which is chosen because it is in accordance with the age of students in general, is also an important concern in increasing financial literacy among the younger generation (OJK, 2022).

Money is a tool that is used as official payment in various transactions and is valid in certain regions. The goal is to facilitate the buying and selling of goods and services. According to Law No. 7 of 2011 concerning Currency, the legal tender in Indonesia is cash in the form of Rupiah, both made of paper and metal, with certain forms and conditions. Along with the development of science and technology, payment systems have also developed into non-cash, such as credit cards, debit cards, checks, e-money (electronic money), and others that make the transaction process easier. However, managing money is not an easy thing. Personal financial management is needed, which is the ability to manage personal assets in order to make money. Everyone needs to have knowledge and skills in managing personal finances to meet daily needs as well as long-term needs, such as investments and future funds.

Love of money or love for money describes how a person's attitude towards money can affect the way they manage their personal finances. Although the love of money is often associated with negative things, such as greed, if understood and interpreted positively, the love of money can actually encourage a person to be wiser and more orderly in managing their finances. Understanding the concept of love of money, especially among students, is very important because they are expected to be able to have good personal financial management from an early age (Triayana et al., 2024). In addition, financial knowledge is also an important part of financial literacy that aims to achieve prosperity. The higher a person's knowledge of finance, the better his ability to manage personal finances. Research by Prasetyo & Utami, (2022) shows that the love of money has a positive influence on personal financial management. Therefore, a healthy love of money and adequate financial knowledge are two important factors that support each other in helping individuals manage their finances wisely and effectively.

Another factor that affects students' personal financial management is lifestyle, which has now changed a lot with the times and the rapid advancement of technology in this era of globalization, resulting in significant changes in consumption patterns. Students tend to spend more time going to the mall, hanging out at cafes, and being active on social media than reading books in libraries like previous generations (Rahmawati & Mirati, 2022). A person's lifestyle greatly determines how he manages his finances, because a luxurious or extravagant lifestyle will encourage high spending and make it difficult for a person to manage finances, especially when the social environment also influences students' habits in socializing and encourages them to fulfill their desire to appear according to the trend through walking, hanging out, buying branded goods, gadgets, shoes, and fashionable clothes, which ultimately foster consumptive behavior, create an

unhealthy lifestyle, ignore the habit of saving, and make students focus more on momentary needs rather than planning for the future.

The development of financial technology (fintech) presents convenience in transactions, one of the fintech innovations that is now widely used is the Paylater service. Paylater is almost the same payment method as a credit card, but it is more efficient because it does not require a physical card and the registration process is relatively easier than conventional credit cards. This service makes it easy for users to make transactions now and pay for them later. One of the Paylater services that is quite popular in Indonesia is Shopee Paylater (SPaylater). This service is the result of a collaboration between the Shopee e-commerce application and the peer-to-peer (P2P) lending company PT Lentera Dana Nusantara (LDN). SPaylater is a financial solution without collateral and without a credit card for Shopee application users (Asja et al., 2021).

The ease of access and use of Shopee Paylater makes it an attractive choice, especially for students who have limitations in accessing formal financial services such as credit cards. In addition, Shopee often offers attractive promos such as discounts for Shopee Paylater users, which further encourages students to use this service as a solution in managing expenses. However, behind its convenience, the use of Shopee Paylater can also pose new challenges, especially in personal financial management. Students who do not have a sufficient understanding of financial management are at risk of having difficulty controlling expenses and paying off bills. Lack of awareness of the long-term impact of credit use can lead to unwise financial management.

Previous research (Atika & Rohayati, 2021) research results show that the love of money variable has an effect on personal financial management. While different research results were conducted by (Aini & Rahayu, 2022) the results of the study showed that love of money had no effect on personal financial management. The results of the study (Pratiwi & Ni'am, 2023) show that lifestyle and the use of Shopee Paylater affects personal financial management. While the results of different studies conducted by (Ekofani & Paramita, 2023) show that lifestyle has no effect on personal financial management.

The ability of students who are not optimal in self-control makes them less wise in using money, and unable to control themselves when hanging out with friends or other people. Students also come from parents' backgrounds with different types of jobs, so their parents' income also varies. Based on the phenomenon and the results of research that have been carried out by previous researchers, this study aims to examine the influence of the love of money, lifestyle and the use of Shopee Paylater on student financial management.

#### 2. Theoretical Background

### 2.1 Love of Money

According to Kuang et al., (2024), Love of money is the attitude of a person who really wants money, is obsessed with money, and makes money a measure of success and happiness. In addition to being a motivation to get a presentation, the love of money also encourages the younger generation to achieve financial sustainability through entrepreneurship.

According to Rohmaturrohmania & Prajawati, (2023), Love of money is a person's behavior towards money, which reflects personal understanding and the desire to earn money in both personal and business contexts. The love of money also describes a thirst or greed for money that is not based on real needs, but on the desires and values embraced by the individual. In other words, the love of money is not simply the fulfillment of needs,

but it is the drive to have, use, and desire money as part of life value and personal achievement.

Love of money is a term that describes a person's love for money and the view that money is something very important. Therefore, a person may be willing to do anything to get it, including choosing shortcuts in a fraudulent way (Triayana et al., 2024). According to Tang, (1992), there are ten indicators used to measure the level of a person's love for money based on the Money Ethic Scale (MES). These indicators include: 1) Budget; 2) Evil 3) Equity 4) Financial Success; 5) Self-Expression; 6) Social influence; 7) Strength; 8) Satisfaction; 9) the urge to earn money; 10) wealth.

### 2.2 Lifestyle

According to Suzanna et al., (2022), lifestyle is a person's lifestyle as seen from their activities, interests, and views on spending money and managing time. Lifestyle reflects a consumptive pattern that shows how a person chooses to use his time and money. In addition, lifestyle also reflects principles or habits in managing finances and time. Along with the development of the times and the trends that continue to change, a person's lifestyle pattern will also change.

According to Eldista et al., (2020), a person's lifestyle affects the way they manage their finances. If a person has a luxurious lifestyle or tends to be extravagant, then his expenses will be greater, thus making it more difficult to manage finances. Lifestyle reflects how a person interacts with their environment, which can be seen from their activities, interests, and how they use their income and time.

According to Mashud et al., (2021), lifestyle is the sum total of various ways, habits, behavior patterns, symbols, life behaviors, and mindsets in a social environment that collectively affect daily life. Lifestyle can also be interpreted as a person's consumptive pattern that tends to spend time and money on pleasure. Indicators to measure hedonistic lifestyle variables include: 1) Activity; 2) Opinions or opinions; 3) Interest; 4) Environment.

# 2.3 Uses of Shopee Paylater

SPaylater is an alternative payment method that uses an online installment system without the need for a credit card. SPaylater can be used for various types of transactions, such as product purchases, ticket and hotel bookings, online transportation, to food and beverage purchases. The advantages of SPaylater include that the registration process is easy, directly supervised by the OJK, fast, flexible, and often offers special promos. However, on the other hand, SPaylater also has disadvantages, namely fairly high interest rates and penalties in case of late payment (Mamo et al., 2024).

According to Pratiwi & Ni'am, (2023), Shopee Paylater is a feature that provides solutions for students who need instant loans or installment facilities. Through Shopee Paylater, users can apply for installments with a certain period of time. In addition, users can also apply for additional limits or loan limits as needed.

According to Hasanah, (2020), the conditions that must be met to activate the Paylater shoppe are: 1) the Shopee account used must be at least 3 months old; 2) the Shopee account must be active and often used for transactions; 3) The Shopee application must have been updated to the latest version.

#### 2.4 Financial Management

According to Pratiwi & Ni'am, (2023), financial management is the activity of organizing and managing financial resources regularly and systematically. A person must

be able to manage his finances well in order to be able to balance between expenses and income, and avoid financial difficulties.

According to Afandy & Niangsih, (2020), personal financial management is important because it helps a person use money wisely. Good financial management also has a positive impact on the economy, for example by encouraging manufacturers to create products and services that suit consumer needs. A person is said to have good personal financial management if he is able to manage a budget, save expenses, control finances, and make investments.

According to Albertus et al., (2020), personal financial management is the process of achieving one's financial goals by using structured financial management principles. This behavior can be formed in various ways, one of which is through education. There are five indicators in financial management, namely: 1) spending money as needed; 2) pay monthly obligations on time; 3) plan finances for future needs; 4) saving; 5) Set aside money for personal and family needs.

#### 3. Methods

#### 3.1 Research Desain

This study uses quantitative research methods that are associative. According to Sugiyono (2019), quantitative research methods are research methods that are based on the philosophy of positivism and are used to research a certain population or sample. The sampling technique used is non probability sampling. The population used is 150 active students of the digital business study program at Yatsi Madani University class of 2023. In determining the number of samples from a number of populations, the researcher used the Slovin Formula with an error rate of 5% and obtained the results of 105 respondents who were sampled in this study. Data collected using research instruments, then analyzed using statistical techniques. The purpose of this method is to test a pre-formulated hypothesis.

### 3.2 Data Collection Methods

This research was conducted online, by taking primary data through the distribution of questionnaires using the Google Form application. The data collection process began on March 27, 2025 until April 7, 2025. The population in this study is students of the digital business study program at Yatsi Madani University who use Shopee Paylater. The number of samples taken in this study was 105 people.

#### 3.3 Data Analysis Methods

The analysis technique used in this study is a statistical approach with multiple linear regression analysis method, which is carried out using SPSS software version 25. According to (Sugiyono, 2018), multiple linear regression analysis was used to measure how much influence independent variables (i.e., Love of Money (X1), Lifestyle (X2) and Shopee Paylater Use (X3)) influence on bound variables (i.e., Student Personal Financial Management). The following is the regression formula used:

$$Y = a + \beta 1 * X1 + \beta 2 * X2 + \beta 3 * X3$$

Y : Financial Management

α : Constant of regression equations

 $\beta$ 1,  $\beta$ 2,  $\beta$ 3 : Coefficients of independent variables  $\beta$ 1,  $\beta$ 2,  $\beta$ 3

X1, X2, X3: Variable independent X1, X2, X3

#### 4. Results and Discussion

# 4.1 Multiple Regression Analysis

After conducting classical assumption tests (normality test, multicollinearity test, and heteroskedasticity test) so that the data is feasible and qualified to conduct hypothesis testing on this research model. The purpose of multiple regression analysis is to determine the influence of free variables, namely Love of Money (X1), Lifestyle (X2), Use of Shopee Paylater (X3) on the bound variable, namely Financial Management (Y).

 Table 1. Multiple Linear Regression Analysis Results

Variable	Coefficient	Std. Error	t-stat	Sig.
(Constant)	4.476	0.560	7.991	0.000
Love of Money (X1)	0.636	0.093	6.825	0.000
Lifestyle (X2)	0.152	0.075	2.028	0.045
Use of Shopee Paylater (X3)	-0.018	0.055	-0.332	0.740

Source: SPSS 25 Output, 2025

Based on the results of Table 1 above, the research model proposed in the multiple linear regression equation is as follows:

Financial Management = 4.476 + 0.636 Love of Money + 0.152 Lifestyle - 0.018 Usage of Shopee Paylater + e

The multiple liner regression equation model above, it can be described that the value of the Constant is 4.476, stating that financial management is 4.476, if the value of each variable love of money, lifestyle and use of Shopee Paylater is considered constant or zero. The regression coefficient for the Love of Money (X1) variable is 0.636, meaning that if the value of other independent variables is fixed and the ease of use decreases by 1 point, then the Financial Management variable (Y) will decrease by 0.636. The value of the regression coefficient of the Lifestyle variable (X2) of 0.152 means that if the value of other independent variables is fixed and consumer confidence decreases by 1 point, then the Financial Management variable (Y) will decrease by 0.152. And the regression coefficient of the Shopee Paylater (X3) variable is 0.018, which means that if other independent variables have a fixed value and the use of Shopee Paylater increases by 1 point, then the Financial Management variable (Y) will increase by 0.018.

### 4.2 Hypothesis Test

### 4.2.1 Partial Significance Test (T-Test)

It was used to test whether there was a significant relationship or influence between independent variables (love of money, lifestyle and use of Shopee Paylater) on dependent variables (financial management) separately (partially). The results of the T-test from the regression model in this study are presented in Table 2, which shows the following test results:

Table 2. T-test Results

Variable	t-stat	t-critical	Sig.	Conclusion
Love of Money (X1)	6.825	1.660	0.000	Significant
Lifestyle (X2)	2.028	1.660	0.045	Significant
Use of Shopee Paylater (X3)	-0.332	1.660	0.740	Not Significant

Source: SPSS 25 Output, 2025

Based on the results of the T-Test presented in Table 2, it can be concluded that the Love of Money (X1) variable obtained a significant value of 0.000 < 0.05 with a t-count value of 6.825 which shows that the t-count  $\leq$  t-critical 7.747 > 1.660. This result indicates that the Love of Money variable (X1) has an effect on financial management (Y), thus

H1 is accepted. The value of the Lifestyle variable (X2) was obtained 0.045 < 0.05 with a t-count of 2.028 > 1.660, indicating that the Lifestyle variable (X2) had an effect on the Financial Management variable (Y) Thus H2 was accepted. And the variable Usage of Shopee Paylater (X3) obtained a significant value of 0.740 > 0.05 and the t-calculated value was -0.332 < 1.660, which proves that the variable of using Shopee Paylater (X3) had no effect on the financial management variable (Y), so H3 was rejected.

# 4.2.2 Simultaneous Test (F Test)

The F-test is used to find out how much the variables Love of Money, Lifestyle, and Use of Shopee Paylater together (simultaneously) affect Financial Management. The results of the F-test are shown in the following Table 3:

**Table 3.** Simultaneous Test Results (F-Test)

F-stat	F-critical	Sig.	Conclusion
50.533	2.69	0.000	Significant

Source: SPSS 25 Output, 2025

From table 3 above, the results of the f-test show the f-calculated value  $\geq$  f table = 50.533 > 2.69 and the significance level of  $0.000 \geq 0.05$ . This explains that Ho was rejected, which means that the variables Love of Money (X1), Lifestyle (X2) and Use of Shopee Paylater (X3) as independent variables with simultaneous results have an influence on the bound variables of Financial Management (Y).

#### 4.3 Discussion

# 4.3.1 The Influence of Love of Money on Personal Financial Management

Based on the table above, it can be seen that H1 the Love of money (X1) variable obtained a significant value of 0.000 < 0.05 with a t-count value of 6.825 which shows that the t-count  $\leq$  t-critical is 6.825 >1.660. Therefore, it can be concluded that H1 is accepted that the Love of money has an effect on the management of students' personal finances. The results of the study show that the love of money has a significant effect on students' personal financial management. These findings show that strong attitudes or views towards money, such as considering money as a symbol of success, power, or a tool to achieve life goals, also influence the way students manage their daily finances. Students who have a high level of love of money tend to be more careful and planned in managing expenses, budgeting, and prioritizing the allocation of funds for things that are considered important or financially profitable. Although many of them do not yet have a steady income or large financial dependents, the internal drive to own and manage money well has grown from an early age. Therefore, the love of money is one of the important factors that affect students' financial decision-making. The results of this study are in line with the research conducted by (Atika & Rohayati, 2021). But it is not in line with research conducted by (Aini & Rahayu, 2022) which shows that the love of money has no effect on personal financial management.

### 4.3.2 The Influence of Lifestyle on Personal Financial Management

Based on the table above, it can be seen that H2 of the Lifestyle variable (X2) obtained a significant value of 0.045 < 0.05 with a t-count of 2.028 which shows that the t-count  $\leq$  t-critical 2.028 > 1.660. Therefore, it can be concluded that H2 is accepted that Lifestyle affects the personal financial management of students. Based on these results, it can be concluded that lifestyle variables have an effect on students' personal financial management. This is because the lifestyle that students live, both in terms of consumption,

entertainment, technology use, and social trends, also determines how they manage and using personal finances. Students who tend to follow a consumptive lifestyle will allocate most of their expenses to meet that lifestyle, even if it means sacrificing other financial posts. In fact, in some cases, limited funds from parents, scholarships, or additional income do not prevent students from continuing to meet certain lifestyles, thus having an impact on the emergence of unhealthy financial behaviors such as going into debt, using savings, or neglecting the budget. On the other hand, students with a simpler lifestyle tend to be better able to manage their finances effectively. Thus, lifestyle is one of the important factors that affect the way students manage their personal finances. The results of this study are in line with research conducted by (Pratiwi & Ni'am, 2023) that lifestyle affects personal financial management. But it is not in line with research conducted by (Ekofani & Paramita, 2023) which shows that lifestyle has no effect on personal financial management.

#### 4.3.3 The Effect of Using Shopee Paylater on Personal Financial Management

Based on the table above, it can be seen that the variable of Shopee Paylater (X3) usage obtained a significant value of 0.740 > 0.05 with a t-count value of -0.332 which shows that t-count  $\leq$  t-critical -0.332  $\leq$  1.606. So it can be concluded that H3 was rejected. This shows that the variable of Shopee Paylater use has an effect on students' personal financial management. Based on these results, it can be concluded that the use of Shopee Paylater does not have a significant effect on student personal financial management. While these features provide easy access to credit, such as a basic understanding of interest rates, installments, and maturities, they are not enough to form effective financial management skills. In practice, many students use SPaylater without careful planning, so it has the potential to increase the debt burden. The ease of buying goods through the installment system often encourages impulsive consumption, not urgent needs. Payment reminder features and clear installment schedules are not necessarily effective in encouraging discipline, especially if students do not have good financial habits from the start. The use of SPaylater also does not directly foster awareness of financial responsibility, as the focus is more on meeting momentary needs than long-term planning. Even though there is a discount from Shopee, this can actually be a trigger for excessive spending, not savings. Therefore, the use of SPaylater, while practical, cannot be said to have a real influence on improving students' overall personal financial management. The results of this study are in line with research conducted by (Pratiwi & Ni'am, 2023) that the use of Shopee Paylater has no effect on personal financial management. But it is not in line with research conducted by (Rum & Paramitalaksmi, 2024) which shows that the use of Shopee Paylater affects personal financial management.

#### 5. Conclusion

The results of the data analysis collected and processed can be concluded that Love of Money has an effect on Personal Financial Management. Some students have a positive view of money, and it affects the way they manage their finances. This view encourages students to be more motivated in planning and managing personal finances better, including in managing expenses and setting financial priorities. With an orientation towards money, students become more aware of the importance of efficient financial management in order to achieve future financial goals. Lifestyle affects Personal Financial Management. This is because the lifestyle that students live has an influence on spending patterns and the way they manage their finances. In meeting certain lifestyle

demands, students are encouraged to pay more attention to financial planning to keep it in accordance with their financial capabilities. A consumptive lifestyle can trigger an increase in spending, while a frugal lifestyle encourages students to be wiser in managing their budget, saving, and avoiding waste.

The use of Shopee Paylater has no effect on Personal Financial Management. This shows that the use of SPaylater does not have a significant effect on students' personal financial management. Although this feature offers easy access to credit, a flexible installment system, and discounts, it has not been able to encourage students to be more disciplined or responsible in managing their finances. Many students use SPaylater without careful planning, so the potential benefits are not maximized. Therefore, the use of SPaylater has not been proven to make a real contribution to improving students' personal financial management in a planned and efficient manner.

For students who use the Shopee Paylater feature, it is recommended to use this service wisely by considering personal financial conditions. While this feature offers ease of shopping and payment, students still need to pay attention to their financial capabilities and limit purchases to only items that are really needed. This is important so that students do not get caught up in consumptive behavior and can still manage their personal finances well. For further research, it is recommended to use a broader and representative sample, including students from various different study programs and universities. This aims to obtain more comprehensive and accurate research results regarding the influence of love of money, lifestyle, and the use of Shopee Paylater on student personal financial management.

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