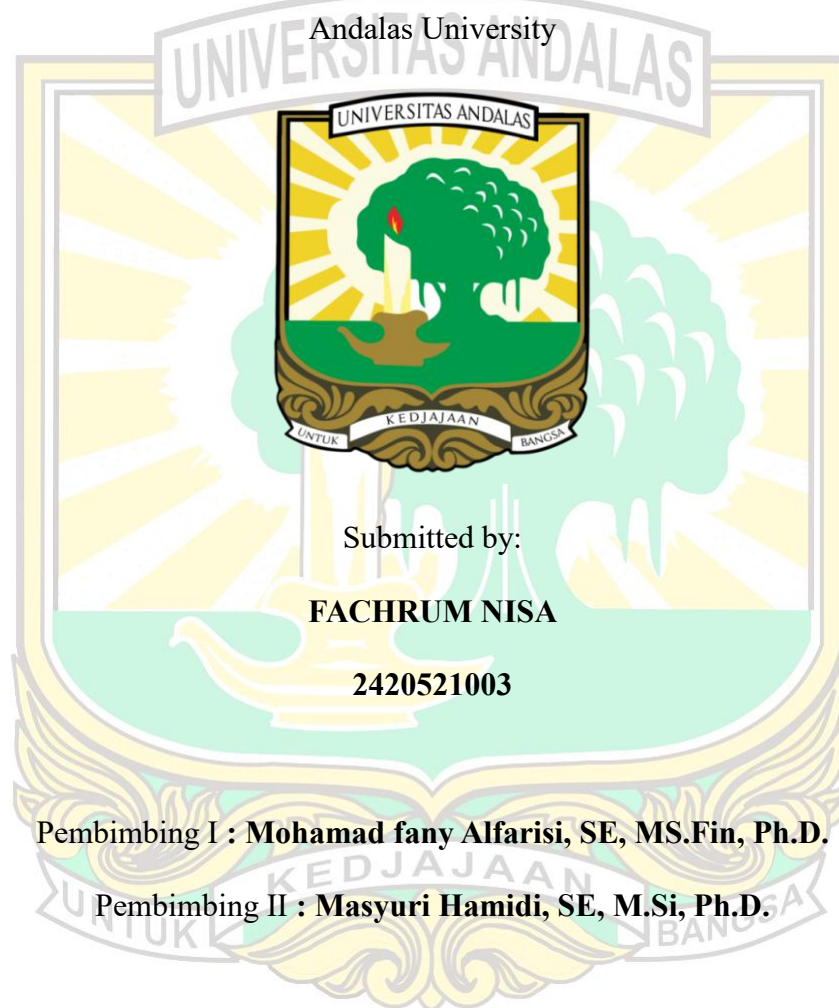


**ANALYZING THE DETERMINANTS OF BUY NOW, PAY LATER (BNPL)
USERS AMONG YOUNG PEOPLE IN WEST SUMATRA: A LOGISTIC
REGRESSION APPROACH**

THESIS

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ABSTRACT

The rapid expansion of Buy Now, Pay Later (BNPL) services has altered consumer payment behavior, particularly among younger generations. However, rising concerns over financial risks and consumer protection highlight the need to understand the factors influencing BNPL adoption. This study aims to analyze the determinants of using Buy Now, Pay Later (BNPL) services among young people in West Sumatra using a logistic regression approach. The factors tested include socio-economic characteristics such as gender level of education, and income, BNPL promotion, social influence, and financial self-control. Data were collected through a survey involving 200 respondents aged 18 to 43, consisting of millennials and Generation Z. Respondents included both users and non users to identify behavioral and demographic differences between these groups. The findings demonstrate that BNPL promotion and social influence significantly and positively affect Buy Now Pay Later (BNPL) adoption. Conversely, socio-economic factors such as gender, level of education, and income, also financial self-control do not show significant influence on Buy Now Pay Later (BNPL) usage. These findings provide the importance of effective and responsible marketing strategies and social validation in driving Buy Now Pay Later usage (BNPL). This study also recommends strengthening regulations to enhance consumer protection in the technology-based financial services ecosystem.

Keyword: Buy Now, Pay Later (BNPL), BNPL Promotions, Social Influence, Financial Self-Control, Socio-Economic Factors, Logistic Regression, Young Generation.

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ABSTRAK

Ekspansi yang cepat dari layanan Beli Sekarang, Bayar Nanti (BNPL) telah mengubah perilaku pembayaran konsumen, terutama di kalangan generasi muda. Namun, meningkatnya kekhawatiran akan risiko keuangan dan perlindungan konsumen menyoroti kebutuhan untuk memahami faktor-faktor yang mempengaruhi adopsi BNPL. Penelitian ini bertujuan untuk menganalisis faktor-faktor penentu penggunaan layanan Beli Sekarang, Bayar Nanti (BNPL) di kalangan generasi muda di Sumatera Barat dengan menggunakan pendekatan regresi logistik. Faktor-faktor yang diuji meliputi karakteristik sosial-ekonomi seperti jenis kelamin, tingkat pendidikan, dan pendapatan, promosi BNPL, pengaruh sosial, dan kontrol diri keuangan. Data dikumpulkan melalui survei yang melibatkan 200 responden berusia 18-43 tahun, yang terdiri dari generasi milenial dan Generasi Z. Responden termasuk pengguna dan bukan pengguna untuk mengidentifikasi perbedaan perilaku dan demografi antara kelompok-kelompok ini. Temuan menunjukkan bahwa promosi BNPL dan pengaruh sosial secara signifikan dan positif mempengaruhi adopsi Beli Sekarang Bayar Nanti (BNPL). Sebaliknya, faktor sosio-ekonomi seperti jenis kelamin, tingkat pendidikan, dan pendapatan, serta kontrol diri keuangan tidak menunjukkan pengaruh yang signifikan terhadap penggunaan Beli Sekarang Bayar Nanti (BNPL). Temuan ini memberikan pentingnya strategi pemasaran yang efektif dan bertanggung jawab serta validasi sosial dalam mendorong penggunaan Beli Sekarang Bayar Nanti (BNPL). Studi ini juga merekomendasikan penguatan regulasi untuk meningkatkan perlindungan konsumen dalam ekosistem layanan keuangan berbasis teknologi.

Kata kunci: Buy Now, Pay Later (BNPL), BNPL Promotions, Social Influence, Financial Self-Control, Socio-Economic Factors, Logistic Regression, Young Generation.