

PENGARUH *FINANCIAL LITERACY*, *FINANCIAL SELF-EFFICACY*, DAN *SELF-CONTROL* TERHADAP *RISKY CREDIT BEHAVIOR* PADA PENGGUNA *GOPAY LATER* GENERASI Z

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INTISARI

Perkembangan teknologi finansial di Indonesia mendorong adopsi layanan *Buy Now Pay Later* (BNPL), seperti GoPay Later, terutama di kalangan Generasi Z. Fenomena ini menimbulkan kekhawatiran terhadap perilaku kredit berisiko akibat rendahnya literasi keuangan, efikasi diri finansial yang keliru, serta lemahnya pengendalian diri. Penelitian ini bertujuan untuk menganalisis pengaruh *financial literacy*, *financial self-efficacy*, dan *self-control* terhadap *risky credit behavior* pada pengguna GoPay Later Generasi Z di Indonesia. Pendekatan kuantitatif digunakan dengan desain *explanatory research*. Data dikumpulkan melalui survei daring terhadap 340 responden yang dipilih dengan teknik *purposive sampling*, dan dianalisis menggunakan metode SEM-PLS melalui *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh negatif dan signifikan terhadap *risky credit behavior*. *Financial literacy* berpengaruh negatif signifikan secara marginal ($p = 0,050$), *financial self-efficacy* berpengaruh negatif signifikan ($p = 0,019$), dan *self-control* menunjukkan pengaruh negatif paling kuat dan signifikan ($p = 0,007$). Temuan ini menegaskan pentingnya *financial literacy*, *financial self efficacy* dan *self control* guna mengurangi risiko penggunaan kredit digital yang tidak sehat di kalangan Generasi Z. Penelitian ini juga mendukung penerapan *Theory of Planned Behavior* sebagai pendekatan konseptual dalam memahami perilaku keuangan digital. Penelitian selanjutnya disarankan untuk mengkaji faktor sosial dan emosional yang turut memengaruhi keputusan finansial generasi muda.

Kata kunci: *Financial Literacy*, *Financial Self-Efficacy*, *Self-Control*, *Risky Credit Behavior*, *GoPay Later*.

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THE INFLUENCE OF FINANCIAL LITERACY, FINANCIAL SELF-EFFICACY, AND SELF-CONTROL ON RISKY CREDIT BEHAVIOR AMONG GENERATION Z USERS OF GOPAY LATER

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ABSTRAK

The development of financial technology in Indonesia has driven the adoption of Buy Now Pay Later (BNPL) services, such as GoPay Later, particularly among Generation Z. This phenomenon has raised concerns about risky credit behavior due to low financial literacy, misguided financial self-efficacy, and weak self-control. This study aims to analyze the influence of financial literacy, financial self-efficacy, and self-control on risky credit behavior among GoPay Later users of Generation Z in Indonesia. A quantitative approach was used with an explanatory research design. Data were collected through an online survey of 340 respondents selected using purposive sampling techniques and analyzed using the SEM-PLS method via SmartPLS 4 software. The results indicate that all three independent variables have a negative and significant influence on risky credit behavior. Financial literacy has a marginally significant negative effect ($p = 0.050$), financial self-efficacy has a significant negative effect ($p = 0.019$), and self-control shows the strongest and most significant negative effect ($p = 0.007$). These findings emphasize the importance of financial literacy, financial self-efficacy, and self-control to reduce the risk of unhealthy digital credit use among Generation Z. This study also supports the application of the Theory of Planned Behavior as a conceptual framework for understanding digital financial behavior. Further research is recommended to examine the social and emotional factors that influence young people's financial decisions.

Keywords: *Financial Literacy, Financial Self-Efficacy, Self-Control, Risky Credit Behavior, GoPay Later*

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