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# ANALYSIS OF UTAUT METHOD TO EXPLAIN SUSTAINABLE INTENTIONS IN USING BUY NOW, PAY LATER SERVICE IN INDONESIA

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**Abstract**

The development of financial technology (fintech) has encouraged the emergence of various innovations in digital payment systems, one of which is the Buy Now, Pay Later (BNPL) service. This service allows consumers to make purchases with deferred payments without the need for a credit card, making it a popular alternative in Indonesia. Based on OJK data, the growth of BNPL services will reach 26.59% in April 2025, indicating a significant increase in public adoption of digital payment systems. This study aims to analyze the factors that affect users' sustainable intentions in using BNPL services in Indonesia using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The variables studied included performance expectations, business expectations, social influences, and facility conditions. The results show that ease of use, facility support, and social influence have a stronger effect on users' intention to continue using BNPL services than performance expectations. Therefore, BNPL service providers are advised to focus on improving accessibility, system reliability, and building trust through a community-based approach.

Keywords: Buy Now Pay Later (BNPL), Fintech, UTAUT, Sustainable Intention

## INTRODUCTION

Along with developments in sustainable development, the financial technology industry or fintech (financial technology) is one of the industries that gets part of sustainable development and also experiences rapid development. In the 21st century, payment services, which are one of the outputs of the fintech industry, have experienced great growth that can contribute to payment mechanisms where consumers are offered various opportunities and mechanisms in making payments for their purchases. The payment method or mechanism of the Buy Now, Pay Later mechanism, hereinafter referred to as BNPL, allows consumers to make purchases at the same time with payments that can be deferred at a specified period of time (Gerrans et al., 2022). Innovative fintech services such as BNPL can allow consumers to apply for and receive approval to make loans in the short term at places that allow or provide BNPL features. After receiving approval, customers can make purchases of goods and

services which can then be paid through a series of installments that have been agreed upon at the beginning of the agreement. In addition, this mechanism does not require a credit score and does not even require a credit card, but rather the consumer's eligibility to use the BNPL mechanism is determined by the algorithm. BNPL payment options have become popular among the public because they have structured installments, spending limits and some also have interest-free transactions. The similarity with other credit services is that there is a penalty for those who have missed payments. With the convenience offered in BNPL services, fintech industry players in BNPL services have a large market share.

In the global market, the use of BNPL services is projected to continue to grow to 26.1% in the 2023 and 2030 spans (Abed & Alkadi, 2024). Reporting from the Financial Services Authority (OJK), recorded the growth of public debt in BNPL services increased by IDR 21.35 trillion, which is a growth of 26.59% in April 2025. The OJK also noted that along with the growth in BNPL services, the growth of credit services through banking was considered to have slowed down by 8.88% on an annual basis, which is a decrease compared to the previous 9.16%. As for the Press Release by the OJK (SP 60/DHMS/VIII/2020), Indonesia, which is a developing country, uses this phenomenon as a form of national economic recovery because it can help micro business actors, MSMEs and others. According to Alfarizi et al (2023), fintech can contribute significantly by encouraging broad economic participation so that it can make the consumer base stronger and can trigger the growth of new jobs through the development of small and medium enterprises (MSMEs).

The existence of market demand is considered large for fintech services such as BNPL which is marked by the emergence of various BNPL service provider platforms in Indonesia. However, this situation raises the question that out of the many service provider platforms, which factor is the most effective in encouraging users' interest in continuing to use BNPL services on a platform or application? This study aims to identify the factors that affect the tendency of users to continue using BNPL services in a service provider application using the UTAUT theory by considering several variables, namely performance expectations, business expectations, social influences and facility conditions which refer to the desire to continue using BNPL service provider applications. The results of this research can be used by fintech companies in developing strategies to achieve their business goals.

## THEORETICAL STUDIES

### The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) framework developed by Venkatesh et al (2003) combines various aspects that affect the acceptance and behavior of technology users. This model takes into account contextual factors such as organization, user experience, and demographic characteristics. In UTAUT, there are four main constructs that are the basis for the acceptance and utilization of technology, namely: performance expectations, business expectations, social influences, and facilitating conditions. Performance expectations are related to the extent to which a person believes that the use of a system can improve his or her work results. Business expectations refer to the level of ease in operating the system.

Furthermore, social influence reflects the extent to which the people around the user provide encouragement or expectation for the system to be adopted. Meanwhile, the conditions that facilitate refer to the availability of organizational and technical infrastructure that supports the use of the system. Therefore, this study will use UTAUT in the context of BNPL services in service provider applications in Indonesia, with the aim of identifying the most relevant factors in influencing user acceptance.

**Buy Now, Pay Later (BNPL)**

BNPL (Buy Now, Pay Later) is defined as a variant of the process in economic transactions that separates purchases and payments (Foroughi et al., 2024). In addition, Alt and Huch (2022) define BNPL as a type of transaction that separates time between purchases and payments, such as on credit, credit cards, or installments. BNPL allows consumers to make purchases directly, but the payment can be delayed until a certain period of time (Abed & Alkadi, 2024). The following are also the requirements to be able to use the BNPL feature from the three platforms that have the most users in Indonesia (GoodStats, 2025).

1. Shopee Paylater, is one of the features in the payment method of the Shopee company which is one of the e-commerce in Indonesia. The requirements are as follows:
    a. The user's Shopee account is an account that is registered and verified by the Shopee system.
    b. Shopee accounts are at least three months old
    c. Shopee accounts are often used for transactions
    d. The user's Shopee application is an updated version
2. GoPay Later, is a feature development of GoPay services from GoTo Group which has functions like BNPL. The requirements to be able to use the GoPay Later feature are as follows:
    a. Be an Indonesian citizen (WNI) and have a valid ID card
    b. Be at least 21 years old
    c. Have an active and verified GoPay account
    d. Upload ID photos and selfies as a sign of authenticity
    e. Have a good transaction history
3. Traveloka Paylater, is one of the payment method features of the Traveloka application which is an e-commerce platform that sells plane tickets, ships, hotels and so on. The requirements for using it are as follows:
    a. Aged in the range of 21–70 years
    b. Have a valid and valid ID card
    c. Have a permanent job with an adequate income
    d. Have downloaded and used the Traveloka app
    e. Fill out the registration form with complete and correct data
    f. Verify with a selfie photo with your ID card

**Hypothesis Development**

1. The relationship *between Effort Expectancy (EE)* and *Performance Expectancy (PE)* in the use of BNPL service provider applications.

   Effort Expectancy refers to the user's perception of the level of ease in using BNPL applications. This includes intuitive navigation, easily accessible features, and ease in the transaction process. *Perceived Quality* refers to the overall quality assessment of an application, including system reliability, transaction speed, and service accessibility. In research from Winata (2021), it is shown that effort expectancy has a positive influence on continuance intention in the use of mobile payment applications, in addition, it also shows that the higher the effort expectancy, the greater the likelihood of users assessing the service positively. It can be concluded that the ease of use of BNPL applications (effort expectancy) has a positive relationship with the perception of quality. An easy and smooth experience reinforces a positive assessment of the app, while technical barriers can actually undermine the perception of service quality. With this, the researcher formulated the first hypothesis, which is as follows:

   *H1 : Effort Expectancy* (X1) *has a positive influence on Continuance Intention* (Y) in the use of BNPL service provider applications.

2. The relationship between *Facilitating Condition (FC)* and *Performance Expectancy (PE)* in the use of BNPL service provider applications.

   The Facilitating Condition includes supporting means of using the application such as the internet network, compatible devices, and customer support services. Meanwhile, Perceived Quality still refers to the overall perception of the quality of BNPL application services. In research from Kenny (2022), it is explained that people tend to choose applications that offer high benefits and efficiency, are easy to use, receive support or recommendations from the surrounding environment, and are suitable and compatible with the device they have. Then it can be interpreted from research from Bayumi (2023), the application performance of Bank Jambi can be maximized with supporting factors including the internet network, good customer service, and supporting devices. With this, good supporting facilities play an important role in shaping the perception of service quality. Based on this description, the researcher formulated a third hypothesis, namely:

   *H2 : Facilitating Condition* (X2) *has an influence on Perceived Quality* (X4) in the use of BNPL service provider applications.

3. The *relationship of Social Influence (SI)* to *Continuance Intention (CI)* to continue using the BNPL feature.

   Social Influence includes the influence of other people in the user's social environment, including family, friends, and influential figures in the decision to use the application. Perceived Quality still refers to the user's subjective evaluation of the quality of the application's service. Abed & Alkadi (2024) show that social influence has a positive relationship with continuance intention to continue using BNPL features in Generation Z in Saudi Arabia. The research from Akwila (2021) stating that with the trust gained from the social environment, users can be encouraged to continue using the application. With this, social

influence can affect sustainability interests. Recommendations from trusted parties can improve perceived quality, while criticism or doubts from the social environment can actually hinder the acceptance of the application and can affect repeated use that refers to the intention to continue using the application. With this, the researcher formulated the second hypothesis, namely:

*H3 : Social Influence (X3)* has a positive influence on *Continuance Intention (Y)* to continue using the BNPL feature.

4. The relationship *between Performance Expectancy (PE)* and *Continuance Intention (CI)* to continue using BNPL features.

Performance Expectancy (PE) refers to the extent to which users believe that the use of technology in this case the BNPL feature will help them in achieving efficiency, ease, and effectiveness in transactions (Prabhavathy et al., 2025). In the context of BNPL, PE reflects the perception that this feature makes it easier for consumers to make purchases without having to pay directly, thereby increasing purchasing power and financial flexibility. In a study from Achiriani et al (2021), stating that there is an influence between Performance Expectancy on behavioral intentions in Dana Digital Wallet users in Indonesia. The research that is in line is research from Amaral (2021) shows that Performance Expectancy is an important predictor in shaping the behavioral intentions of fintech users, which in this study are digital wallets from OVO. Based on the previous research that has been described, the researcher formulated the fourth hypothesis, which is as follows:

*H4 : Performance Expectancy* (X4) *has an influence on Continuance Intention* (Y) *to continue using the BNPL feature*

**RESEARCH METHOD**

This study aims to determine the effect of effort expectancy, facilitating condition, and performance expectation on continuance intention in the use of Buy Now Pay Later (BNPL) services. This study uses a quantitative approach, which is an approach that produces findings based on statistical procedures or other quantitative methods that are measurable (Sujarweni, 2021).

The location of the research was determined purposively in the Special Region of Yogyakarta Province, considering that the area is the place of domicile of students of the Faculty of Business and Economics, Islamic University of Indonesia (UII). The research was carried out from June to July 2025.

The research population is all Strata 1 students of the Faculty of Business and Economics UII Yogyakarta which totals 1,140 people as of September 15, 2025 (University Administration, 2025). This population was selected based on accessibility and ease of coordination considerations so that the implementation of data collection could be carried out more effectively. The research sample was determined using purposive sampling techniques with the criteria of respondents, namely students of the 2021 and 2022 batches who use the BNPL feature and have the service provider

application. The number of samples was calculated using the Slovin formula with an error rate of 5% (e = 0.05),

Thus, the number of research samples was set at 300 respondents. The data collection method was carried out by distributing questionnaires online using Google Form. The questionnaire consists of two parts, namely screening questions and respondent identities, as well as statements related to research variables using the Likert scale (Sugiyono, 2019). The Likert scale used consists of five assessment categories, namely: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). The inclusion of neutral answers is intended to provide space for respondents who are not inclined to certain statements.

The research variables included Effort Expectation (X1), Facilitating Condition (X2), Social Influence (X3), Performance Expectation (X4), and Continuance Intention (Y). The operational definition of variables is compiled to provide clarity on the measurement concept so that variables can be measured validly and reliably. A summary of the variable's operational definitions is shown in the following table:

**Table 1. Variable Operational Definition**

| Yes | Variable | Operational Definition | Dimension | Source |
|---|---|---|---|---|
| 1 | Performance Expectation | Trust that BNPL services provide real benefits in user activity | Usefulness, Quickness, Productivity | Abed & Alkadi (2024) |
| 2 | Effort Expectation | The level of perception of ease of using BNPL services | Complexity, Ease of Use | — |
| 3 | Social Influence | The influence of the social environment on BNPL usage decisions | Social Factor, Subjective Norm | — |
| 4 | Facilitating Condition | Availability of infrastructure support and resources to support BNPL use | Resource, Knowledge, Compatibility | — |
| 5 | Continuity Intention | Consumers' intention to continue to use BNPL services on a sustainable basis | User Commitment, Expectations, User Intent | — |

The data analysis method was carried out using the Partial Least Squares—Structural Equation Modeling (PLS-SEM) approach through SmartPLS software. The measurement model (outer model) is used to assess the validity and reliability of research instruments. The validity test included convergent validity with a loading factor value limit of > 0.70 and an average variance extracted (AVE) of > 0.50, as well as discriminant validity through cross loading values and AVE square root comparisons (Hair & Alamer, 2022). The reliability test was evaluated using Cronbach's Alpha and Composite Reliability with an ideal value of > 0.60 (Ghozali & Latan, 2020).

Furthermore, a structural model (inner model) is used to analyze the relationship between latent variables. The R-Square value was used to determine the magnitude of the contribution of exogenous variables to endogenous variables, while hypothesis testing was carried out through a bootstrapping procedure with a t-statistic ≥ 1.96 and a p-value of < 0.05 as the significance limit at a confidence level of 5%.

## RESULT AND DISCUSSION

### Results of the Convergent Validity Test

The assessment is carried out through reflective indicators by paying attention *to the loading factor* value of each item. The general provisions that apply are *outer loadings* > 0.7. Here is the data:

**Table 1. Convergent Validity Test Results**

| | Outer loadings | Remarks |
|---|---|---|
| **CI1 <- Continuity Intention (Y)** | 0.861 | Valid |
| **CI2 <- Continuity Intent (Y)** | 0.839 | Valid |
| **CI3 <- Continuity Intention (Y)** | 0.817 | Valid |
| **EE1 <- Effort Expectation (X1)** | 0.865 | Valid |
| **EE2 <- Effort Expectation (X1)** | 0.825 | Valid |
| **FC1 <- Facilitating Condition (X2)** | 0.943 | Valid |
| **FC2 <- Facilitating Condition (X2)** | 0.793 | Valid |
| **PE1 <- Performance Expectation (X4)** | 0.859 | Valid |
| **PE2 <- Performance Expectation (X4)** | 0.867 | Valid |
| **SI1 <- Social Influence (X3)** | 0.734 | Valid |
| **SI2 <- Social Influence (X3)** | 0.895 | Valid |

Source: Data processed by researchers (2025)

Table 2. The results of the Convergent Validity Test display the test results of each indicator on the research variable to ensure that the indicator actually measures the construct or latent variable in question. The convergent validity test was carried out by looking at the value of outer loadings, where an indicator is declared valid if it has a value above 0.70 (Hair et al., 2019).

Based on the table, all indicators used in this study have an outer loading value above 0.70, so all of them are declared valid. The Continuance Intention (Y) variable shows an outer loading value between 0.817 and 0.861, while the Effort Expectation (X1) variable has values of 0.825 and 0.865. Furthermore, the Facilitating Condition (X2) variable also met the validity criteria with outer loading values of 0.793 and 0.943. In the Performance Expectation (X4) variable, the values obtained were 0.859 and 0.867, while the Social Influence (X3) variable had values of 0.734 and 0.895.

Overall, the results of this test showed that all indicators met the criteria of convergent validity, which means that each indicator has a high consistency and relevance in measuring its own constructs. Thus, the data used in this study is suitable

to proceed to the next stage of analysis because it has met the requirements for the validity of the research instrument.

**Results of the Discriminant Validity Test**

The following are the results of the discriminant validity test, the test is carried out by reviewing the cross loading value of each variable (must be > 0.7). In addition, it can also be compared the square root of AVE of each construct with the correlation between other constructs (Hair & Alamer, 2022).

**Table 2. Results of the Discriminant Validity Test**

| | Continuity Intention | Effort Expectation | Facilitating Condition | Performance Expectation | Social Influence |
|---|---|---|---|---|---|
| **CI1** | 0.861 | 0.187 | 0.053 | 0.123 | 0.381 |
| **CI2** | 0.839 | 0.221 | 0.069 | 0.168 | 0.379 |
| **CI3** | 0.817 | 0.22 | 0.085 | 0.188 | 0.347 |
| **EE1** | 0.22 | 0.865 | 0.312 | 0.789 | 0.322 |
| **EE2** | 0.2 | 0.825 | 0.463 | 0.702 | 0.614 |
| **FC1** | 0.105 | 0.49 | 0.943 | 0.509 | 0.286 |
| **FC2** | 0.013 | 0.244 | 0.793 | 0.277 | 0.112 |
| **PE1** | 0.152 | 0.764 | 0.324 | 0.859 | 0.335 |
| **PE2** | 0.173 | 0.762 | 0.503 | 0.867 | 0.558 |
| **SI1** | 0.278 | 0.769 | 0.455 | 0.76 | 0.734 |
| **SI2** | 0.424 | 0.243 | 0.049 | 0.216 | 0.895 |

Source: Data processed by researchers (2025)

In table 3. The results of the Discriminant Validity Test show the results of the test to ensure that each construct in this study has the ability to clearly distinguish itself from other constructs. The loading factor value of each indicator on its own construct is seen to be higher than the correlation value for other constructs. For example, the indicators CI1, CI2, and CI3 have the highest correlation values to the Continuance Intention construct with a value of 0.861 each; 0,839; and 0.817, which is higher than the other columns. The same can be seen in the EE1 and EE2 indicators which have the highest values for the Effort Expectation construct, which are 0.865 and 0.825. Similarly, the FC1 and FC2 indicators showed the largest values against the Facilitating Condition of 0.943 and 0.793. The PE1 and PE2 indicators have the highest scores for Performance Expectation at 0.859 and 0.867, respectively, while the SI1 and SI2 indicators show the highest values for Social Influence, which are 0.734 and 0.895.

This result proves that each indicator is more strongly correlated with the construct it is supposed to measure compared to other constructs. Thus, all variables in this study have met the criteria of discriminant validity, which means that each construct has a clear uniqueness and does not overlap in explaining the concept being measured.

**Reliability Test Results**

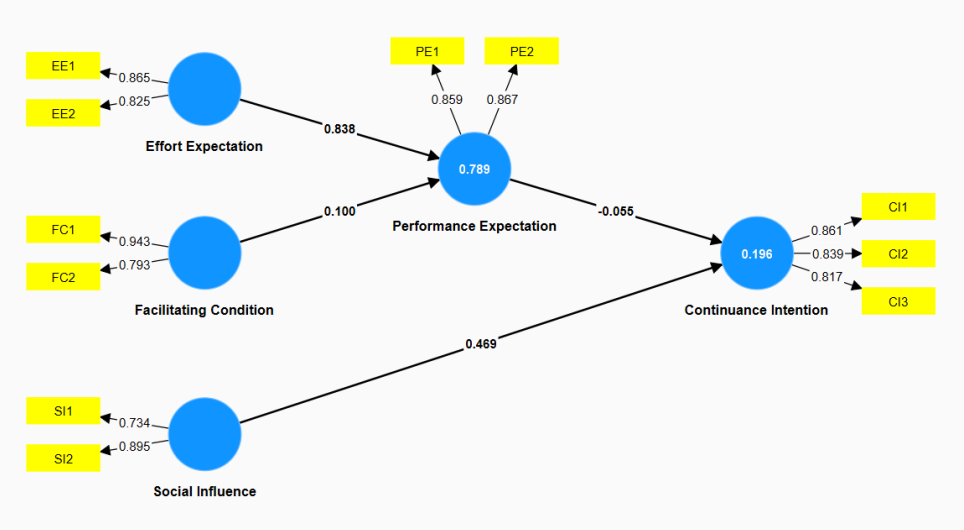
The following are the results of the reliability test, the basis for decision-making is taken from the applicable standards are Cronbach's Alpha > 0.6 and Composite Reliability > 0.6 (Ghozali & Latan, 2020). The following are the results of the reliability test:

**Table 3. Reliability Test Results**

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|
| **Continuity Intent (Y)** | 0.791 | 0.794 | 0.877 | 0.705 |
| **Effort Expectation (X1)** | 0.602 | 0.892 | 0.862 | 0.715 |
| **Facilitating Condition (X2)** | 0.706 | 0.658 | 0.854 | 0.759 |
| **Performance Expectation (X4)** | 0.658 | 0.607 | 0.833 | 0.745 |
| **Social Influence (X3)** | 0.524 | 0.584 | 0.801 | 0.67 |

Source: Data processed by researchers (2025)

Based on data from table 4.4, the results of the Reliability Test show the results of the reliability test for each research variable using three parameters, namely Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE). This reliability test aims to find out the extent to which the research instrument has internal consistency in measuring the construct in question. According to Ghozali and Latan (2020), a construct is declared reliable if it has Cronbach's Alpha > value of 0.6 and Composite Reliability > 0.6. Overall, the results of this reliability test show that all variables in the study have a good level of reliability, so that the instruments used are reliable and consistent in measuring the research constructs.




**Picture 1. PLS-Alogirthm Testing Structural Model**

Source: Data processed by researchers (2025)

**Structural Model Measurement Results (Inner Model)**

**R-Square Value**

The following is the R-Square value which displays the results of the analysis of the determination coefficient used to measure how much independent variables are able to explain the dependent variables in the research model. The R-square value ($R^2$) indicates the proportion of variation of the dependent variables that can be explained by the independent variable, while the R-square adjusted is an adjustment to the number of variables in the model to make the results more accurate (Hair et al., 2019).

**Table 4. R-Square Test Results**

| | R-square | R-square adjusted | Remarks |
|---|---|---|---|
| Continuity Intent (x4) | 0.196 | 0.191 | Low |
| Performance Expectation (Y) | 0.789 | 0.788 | Tall |

Source: Data processed by researchers (2025)

Based on table 5. The R-square value for Continuance Intention (X4) is 0.196 with an adjusted R-square value of 0.191. These results show that independent variables are only able to explain about 19.6% of the variation that occurs in the Continuance Intention variable, while the remaining 80.4% are explained by factors outside the model. This value is relatively low, which means that the influence of the free variable on the Continuance Intention variable is still limited. Meanwhile, the Performance Expectation (Y) variable has an R-square value of 0.789 with an R-square adjusted value of 0.788, which is included in the high category. This means that about 78.9% of the variation that occurs in the Performance Expectation variable can be explained by independent variables in the model, while only 21.1% are influenced by other factors outside the research model.

Thus, the results of this R-square test show that the research model has a level of explainability that varies between dependent variables. Models with Performance Expectation variables show strong explanatory power, while models with Continuance Intention variables still need development to increase the explainability of the observed phenomenon.

Hypothesis Testing

The following are the values of the Hypothesis Test, in the following table the results of the analysis of the relationship between variables using T-statistics and P-values with a reference to T-table of 1.968 at a significance level of 5% ($\alpha = 0.05$). This test aims to determine whether the hypothesis put forward in the study is accepted or rejected. A hypothesis is declared significant if the T-statistical value > the T-table (1.968) and the P-values < 0.05.

**Table 5. T-Test Results (Hypothesis)**

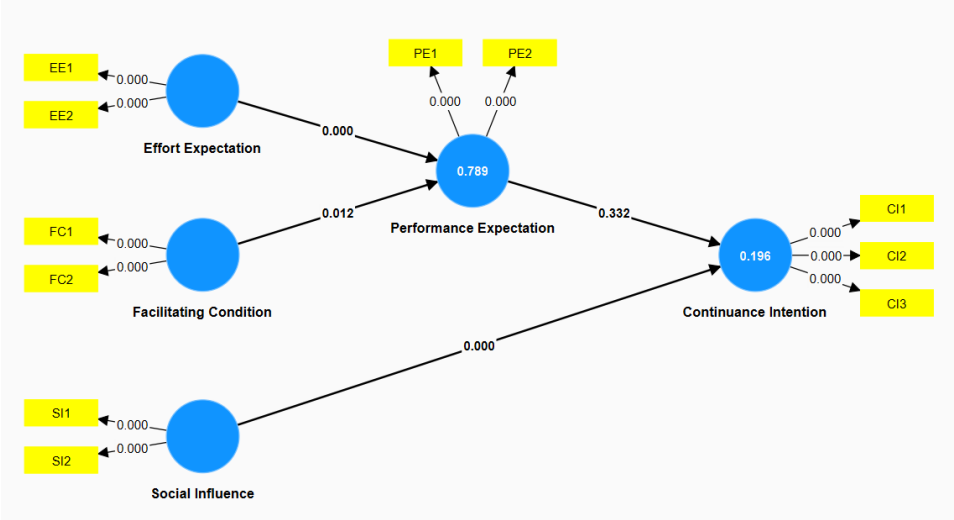
| | T-Table | T statistics | P values |
|---|---|---|---|
| **Effort Expectation (X1) → Performance Expectation (X4)** | 1,968 | 18.606 | 0,000 |
| **Facilitating Condition (X2) → Performance Expectation (X4)** | | 2.522 | 0.012 |
| **Performance Expectation (x4) → Continuity Intention (Y)** | | 0.97 | 0.332 |
| **Social Influence (X3) → Continuity Intention (Y)** | | 8.302 | 0,000 |

Source: Data processed by researchers (2025)

Based on table 6, the test results show that the Effort Expectation (X1) variable has a significant effect on Performance Expectation (X4) with a T-statistical value of 18.606 and a P-value of 0.000, which is far above the limit of the T-table value and below 0.05. This means that the first hypothesis is accepted, and it can be concluded that the higher the business expectations, the greater the performance expectations felt by the respondents.

Furthermore, the Facilitating Condition (X2) variable also has a significant influence on Performance Expectation (X4) with a T-statistical value of 2.522 and a P-value of 0.012, so that the second hypothesis is also accepted. These results show that adequate supporting conditions will increase user performance expectations. In contrast to the previous two relationships, the variable Performance Expectation (X4) to Continuance Intention (Y) showed insignificant results, with a T-value of 0.97 (less than 1.968) and a P-value of 0.332 (greater than 0.05). Thus, the third hypothesis is rejected because performance expectations have not been shown to have a direct effect on sustainable intentions. Meanwhile, the Social Influence (X3) variable on Continuance Intention (Y) had a significant influence, with a T-statistic value of 8.302 and a P-value of 0.000. This means that social influence has an important role in encouraging individuals to maintain the intention to use a system or service sustainably.

Overall, the results of the hypothesis testing showed that three variable relationships (X1→X4, X2→X4, and X3→Y) were proven to be significant, while one relationship (X4→Y) was not significant. These results confirm that business expectation factors, supporting conditions, and social influences are the main determinants in the formation of respondents' sustainable intentions.




**Picture 2. Structural Model of Hypothesis Testing**

Source: Data processed by researchers (2025)

## Discussion

**Effort Expectation (X1) has a significant effect on Performance Expectation (X4).**

Based on the test results, the effort expectation variable was proven to have a significant effect on performance expectation with a T-statistical value of 18.606 and a P-value of 0.000, which showed a very strong and significant influence. These results show that the higher the perception of the ease of use of BNPL services, the greater the user's expectations of performance and benefits that will be obtained. In the context of BNPL, users who feel that the registration, verification, and payment process can be done quickly and simply will have higher expectations of the service's ability to help them transact efficiently. These findings are consistent with the UTAUT theory put forward by Venkatesh et al. (2003), which states that the perception of ease of use of the system will increase performance expectations because individuals feel that the effort expended is relatively small compared to the benefits obtained.

**Facilitating Condition (X2) has a significant effect on Performance Expectation (X4)**

Based on the test results, the facilitating condition variable also showed a significant influence on performance expectation with a T-statistical value of 2.522 and a P-value of 0.012. These results indicate that the availability of technical support, adequate digital infrastructure, and ease of access are important factors that affect users' perception of BNPL service performance. Favorable conditions, such as a stable internet network, easily accessible applications, and the availability of responsive customer service, will strengthen users' confidence that BNPL is able to provide real benefits in their transaction activities. Thus, an environment that facilitates the use of technology encourages users to have more confidence in the system's performance. This is in line with previous research that states that facilitating conditions play an

important role in building a positive perception of the performance of the digital financial system in the current era of digital transformation.

**Performance Expectation (X4) has no significant effect on Continuance Intention (Y)**

The results showed that performance expectation had no significant effect on continuance intention, with a T-statistical value of 0.97 and a P-value of 0.332. This means that even though users have high expectations for the performance of BNPL services, it does not necessarily encourage them to continue using them on an ongoing basis. In the Indonesian context, this can be caused by the emergence of other factors that are more dominant in forming sustainable intentions, such as risk perception, level of trust in service providers, or personal financial conditions. Some users may feel that while BNPL provides ease of transactions, the risk of late payments or additional interest may lower their desire to continue using it. These findings show that performance expectations are not the only factor determining the sustainability of the use of financial technology, especially in consumptive credit-based services such as BNPL which still require trust and strong risk management.

**Social Influence (X3) has a significant effect on Continuance Intention (Y)**

Based on the test results of the social influence variable, it showed a significant influence on continuance intention, with a T-statistical value of 8.302 and a P-value of 0.000. These findings confirm that social factors have an important role in shaping the sustainable intentions of BNPL users in Indonesia. The influence of friends, family, communities, and public figures on social media can encourage individuals to continue using BNPL services. In a collectivist culture such as in Indonesia, social norms and environmental opinions have a large role in determining consumer behavior towards the adoption and sustainability of the use of financial technology. The stronger the social push or the more users around who use BNPL, the more likely a person is to maintain its use. These results are consistent with UTAUT's theory which emphasizes that social influence is one of the main determinants in behavioral intentions, especially in new technologies that still require social legitimacy.

## CONCLUSION

Overall, the results of this study show that the continued intention of users to use Buy Now, Pay Later (BNPL) services in Indonesia is more influenced by ease of use, facility support, and social influence than by performance expectations alone. In other words, a user's decision to continue using BNPL services depends not only on how much benefit or results are expected from using the service, but also on the extent to which the service is easy to use, supported by adequate infrastructure, and has encouragement or recommendations from its social environment. Therefore, BNPL service providers in Indonesia should prioritize development strategies that focus on improving accessibility, system reliability, and community-based and trust-based

approaches. This step is important to build a positive user experience, strengthen a sense of security and trust in the service, and foster user loyalty in the long run.

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