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Fintech and Impulse: How Payment Technology is Changing the Way Cirebon Young Society Shop

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ABSTRACT

Introduction: *This study evaluates the impact of payment technology such as fintech payment could change the way young society shop and increase the emergence of impulse purchases with all its convenience. This research aims to explore how these fintech payment contribute to the growth and stability of the market.impulsive*

Methods: *This study using a quantitative using SEM analysis approach with a sample size of 100 respondents. The SmartPLS programs were used to analyze the data collected for this study. tConvergent validity was examined using outer loading and AVE, and used Cronbach's Alpha and Composite Reliability (rho_a and rho_c) as indicators of internal consistency. This study also utilizing a literature review approach and examines the impact of fintech payment and impulse buying on young society consumptive behavior, as the population.*

Results: *The result show that fintech payment and impulse buying positively and significantly affected consumptive buying partially and simultaneously. Fintech payments have a very small influence on consumptive behavior and credit card use has the highest contribution on consumptive behavior*

Conclusion and suggestion: *The research results shows that many young people are still unaware of the consequences of all the conveniences provided, and that all conveniences inevitably come with sacrifices. Young society in Cirebon should be given knowledge about financial literacy and financial management.*

Keywords: *Consumptive Behavior, Fintech Payment, Impulse Buying, Young Society in Cirebon*

INTRODUCTION

In today's, the financial industry has witnessed continuous development in providing services due to digitization era (Brika, 2022) and to take benefit from innovative and cost-effective products via process automation (Marcevičiūtė et al., 2025). information technology developments have revolutionized the financial industry with the rise of fintech payment systems that integrate financial activities with advanced technology. It drive from cash transactin to cashless payment system (Adinda, 2025). This phenomenon deeply affects Generation Z, a tech-savvy demographic that tends to adopt innovative payment systems far more rapidly than preceding generations. This generation is characterized by its comfort with digital interfaces, preference for convenience, and tendency toward real-time interaction with services all of which align closely with the features offered by modern e-wallet platforms (Kuswardhani et al., 2025). However, the convenience provided by services such as e-wallets and Buy Now Pay Later (BNPL) has introduced new challenges in consumption habits. As reported by Financial.bisnis the type of fintech most widely used by Indonesians is digital payment services, reaching 93.81% of respondents. This is followed by digital banking services, which have been utilized by 56.67% of respondents. Furthermore, online investment services are used by 29.59% of respondents. Meanwhile, 24.56% of respondents have used online lending services, and another 12.57% have chosen digital-based insurance services. Despite its advantages, Fintech presents significant cybersecurity, and regulatory challenges. It also has increased exposure to cyber threats. For example, ransomware-related crimes surged, as experienced by BSI bank in 2024.

The other core problem involves how ubiquitous digital payment infrastructures trigger impulse buying, which is an unplanned, sudden purchase driven by powerful emotions without thorough rational deliberation. Impulse buying is a growing global phenomenon that has evolved new commerce particularly online sales (Escobar-Farfán et al., 2025) and it is interesting because it is not only prompted by a variety of internal psychological factors but also influenced by external, market-related stimuli (Iyer et al., 2020; Pal, 2025). For Generation Z, "one-click" accessibility and social commerce features often weaken self-control, prompting them to favor instant gratification over long-term financial well-being. This excessive consumptive behavior leads to significant negative outcomes, frequently termed the dark side of consumption. These include severe financial problems like unmanageable debt, personal bankruptcy, and psychological distress such as anxiety and post-purchase guilt. Moreover, the synergy between engaging visual stimuli in applications and the use of BNPL or credit cards fosters a painless spending sensation, eventually driving unsustainable consumption patterns that can harm both economic stability and individual well-being.

The critical issue in this fact that the combination of fintech payment and impulsive behavior acts as a “double-edged sword”, while it offers unparalleled transaction efficiency, it can also trap Generation Z in a cycle of consumerism if not supported by strong financial literacy and robust regulation. This phenomenon is like going down a slide that has been smeared with soap. On the one hand, financial technology (Fintech) is the soap that lubricates the path (shopping), while the desire for social media recognition is the gravity that pulls them down. Without strong self-control as a "brake," they will continue to slide rapidly toward excessive consumerism without realizing the risks at hand. The use of digital for payments has caused significant changes in people's consumption patterns (Adinda, 2025). Based on a survey released by Populix that examined the shopping behavior of Indonesians. With 1,086 respondents aged 18 to 55, the survey was conducted amidst economic uncertainty in 2023. The survey results showed that 40% of respondents think buy in perfect timing, while 39% made purchases as a self-reward, 35% of respondents were tempted by attractive promotions,

such as special date promotions (34%), free shipping offers (31%), and shopping vouchers (25%). Ease of payment means that all desires that are not needs will be fulfilled more quickly so that shopping patterns will become consumptive, its also increasing the impulsive buying. The more internet-based shopping platforms are enhanced, the more they can increase the shopper's pleasure level and intensify the impulse buying trend (Yolcu & Meyer, 2023).

The rapid expansion of financial technology (fintech), particularly digital payment systems, has fundamentally transformed consumer purchasing behavior among young societies in urban and semi-urban areas. In Cirebon, the widespread adoption of e-wallets, QR-based payments, and buy-now-pay-later services has introduced unprecedented convenience, speed, and accessibility in daily transactions. While these innovations offer clear efficiency benefits, they simultaneously raise critical concerns regarding the emergence of impulsive buying behavior, financial self-control, and long-term consumption sustainability among young consumers. Despite the growing penetration of fintech services, empirical evidence explaining how payment technology alters impulse-driven purchasing decisions within local socio-cultural contexts remains limited. Most existing studies focus on large metropolitan areas, overlooking smaller cities such as Cirebon, where digital literacy, income patterns, and consumption norms differ significantly. This gap presents a pressing problem: the ease and psychological detachment from cash transactions may encourage unplanned spending, weaken budgeting discipline, and increase financial vulnerability among young society. Therefore, understanding the interplay between fintech usage and impulse buying behavior in the context of Cirebon is essential to inform policymakers, educators, and fintech providers in designing responsible digital payment ecosystems that balance innovation with consumer financial well-being. Fintech as new innovatives payment services, offers a promising opportunities to increase market volume, and even reshape existing financial markets by changing consumer perceptions of financial services (Maulana et al., 2022; Ryu & Min, 2025).

Various studies on innovation and fintech payments have been conducted by many researchers in the world, they research from different perspectives, fintech from its quality through innovation, IT and financial sercives (Ryu & Min, 2025); fintech adoption (Al-Qudah et al., 2024; Marcevičiūtė et al., 2025); Chen et al., (2024) focust on risk and benefit of fintech; Mandolfo & Lamberti, (2021) focust on neuromarketing in fintech; Štefko et al., (2025) determine the materialistic value of fintech user behavior. Meanwhile this research focust on how young society become an consumptive shopper that driven by impulsive buying because of the fintech payment innovation. The general objective of this research is to identify and contrast the variables that fitech payment and impulse buying can affect on consumptive behavior on Cirebon young society buying behavior. Specifically, this study aims to identify important indicators, which is the strongest and the weakest indicator from fintech payment, impulse buying and consumptive behavior. Analyze the effect of fintech payment, impulsive behavior and consumptive behavior and test the relationships and hypotheses indicated in the proposed model.

LITERATURE REVIEW

Fintech Payment

The global financial system has grown and expanded due to digitisation, automation, and interconnectivity, leading to increased adoption of digital payments, P2P lending, crowdfunding, online brokerage services, and electronic transfers. (Jafri et al., 2025). Financial technology, as known as Fintech, is revolutioning the financial landscape by leveraging

artificial intelligence (AI), blockchain, and big data to drive accessibility, efficiency and payment innovation (Nicoletti, 2017) . The is that FinTech's increasingly central role in modern business environments, particularly within the banking sector. Digital payments are payments made electronically to store, process, and receive money in the form of digital information. The features in this digital payment system are made in such a way as to make payment easier for users to transact, and we can choose a variety of options to use this digital payment platform according to the wants, such as OVO, Gopay, Dana, T-cash and so on (Budiarti et al., 2021). Financial technology (Fintech) is an innovative development in the financial services industry that no longer uses money in physical form but money in digital form so that transactions become more practical and efficient (Gunawan, 2023).

As consumer behavior shifts that fintech payment not only giving benefits from the product or service but also from the purchasing process, e-commerce offers people a wide range of advantages. There is a few dimensions to measure the fintech payment, which are economic benefits, convenience, financial risks and continuance intention (Gunawan, 2023); modified the TAM by incorporating the external factors of reputation, trust, and perceived risk (Marcevičiūtė et al., 2025; Nguyen et al., 2022) or perceived convenience, perceived security, perceived cost, social influence, and innovativeness (Al-Qudah et al., 2024). These conceptual groundwork for understanding FinTech not as a disruptive anomaly, but also as the logical extension of longstanding structural transformations in finance. Salem & Shahimi, (2025) ethical issues have gained attention, especially in relation to consumer protection and data privacy and the ethical standards must change to meet these issues company making sure that technical innovations don't compromise consumer rights and confidence. From the previous study, fintech paymend which form as digital payment or e-wallet affect the shopperbehavior because of it ease of use, efficient practical and social influence. Based on that, the hypothesis in this study is fintech payment has a positive effect on consumptive behavior.

Impulse Buying

Impulsivity as a construct is found in many theoretical frameworks in the psychological literature, including theories of cognitive styles, personality trait theories, Conscientiousness, emotional stability, and intelligence. Impulsivity is a consistent personality trait that encompasses various cognitive, behavioral, and emotional characteristics (Qureshi et al., 2025). When consumers decide to buy something in a store, one of two distinct processes will occur: unplanned buying or impulsive buying. Unplanned buying occurs when consumers are pressed for time and randomly choose the nearest shopping location. Alternatively, impulsive buying occurs when consumers experience a sudden, uncontrollable urge to buy. In simple terms, impulse buying is a situation where suddenly there is an urge-to-buy an item. Solomon and Rabolt (2009) state that impulsive buying is a condition that occurs when an individual experiences a sudden, irresistible feeling of urgency that result in a purchase. Impulse buying is usually not based on rational considerations.

Consumer behavior is often affected by moods, desires, and emotions rather than logical thinking (Furnham & Milner, 2013; Qureshi et al., 2025). human behavior frequently deviates from the fundamental principles of economic theory, being predominantly influenced by desires, emotions, and moods (Qureshi et al., 2025) This purchase occurs spontaneously due to a strong urge to immediately own an item, often accompanied by personal feelings about the item, for example, because the item represents a person's image, such as a favorite brand, color, character, and so on. In many cases, this behavior tends to focus solely on immediate desires and ignores potential negative consequences. The products and services

consumed give the person identity, help the person show himself/herself to others, and determine the person's social class (Arnold & Reynolds, 2012; Avcı, 2023).

Impulse buying usually as a responses that represent the results and user decisions based on cognitive,affective, or emotional reactions and include an approach or avoidance behavior (Escobar-Farfán et al., 2025). (Al Mutanafisa, 2021) determine impulse buying from cognitive aspect that retaletd to planning purchase and afektif aspect that related form emotional side There is two factors that represent the dimention of impulse buying application Factors (visual appeal, portability and task-relevant information). Personal Factors (economic well-being, family influence, time availability and credit card use). Internal stimuli refer to the complex factors that relate to a shopper as an individual's traits and characteristics. These factors can include a shopper's impulsivity, psychological perceptions, hedonism, high curiosity, and probability of being influenced by they social groups (Yolcu & Meyer, 2023). Impulse buying is categorized into four types: pure impulse, planned impulse, reminder impulse, and suggestion impulse (Lo et al., 2016; Wiratama et al., 2019). Engel et al., (1994) devide into four dimensions of impulse buying which is spontaneity, impulse buying occurs spontaneously and motivates consumers to buy now, often in response to visual stimulation directly at the point of sale. Disregard for consequences, the urge to buy can become irresistible to the point that potential negative consequences are ignored. Power, compulsion, and intensity, the motivation to set aside other things and act immediately; and, (4) excitement and stimulation, this sudden urge to buy is often accompanied by emotions such as "excited," "thrilled," or "wild." From the previous study, impulse buying always driven by shopper emotions and characteristic instead of their logic or rational factors and affected they shopping behavior. Based on this, the hypothesis in this study is impulse buying has a positive effect on consumptive behavior.

Consumptive Behavior

Consumptive behavior is buying behavior that are not really needed excessively and are not based on rational considerations, its usually comes from shopper desire. Digital promotions and digital payment identified as a key drivers of consumptive behavior, such as cashback/ reward point and flash sales embedded in e-wallet applications. Convenience and seamless transaction experiences are critical in increasing adoption rates among young users (Kuswardhani et al., 2025; Mustafa et al., 2022). Kotler et al., (2020) defines consumptive behavior as individual actions in consuming goods and services on the basis of desires or desires without considering according to meet the needs (Rejeki, 2021). There are various dimention of consumer behavior: 1. Excessive spending /wasteful buying, 2. Spontaneous buying, and 3. Non-rational buying (Fatmawatie, 2022; Fransisca & Erdiansyah, 2020; Suwito & Susilowati, 2025); 1. satisfaction of desires, 2. goods outside the scope of interests, and 3. social status (Fromm, 1995). Consumer behavior no longer recognizes genuine needs, but is instead always tempted to satisfy false desires in order to be called modern. (Fransisca & Erdiansyah, 2020) identified factors influencing the emergence of consumer behavior as advertising, conformity, lifestyle, and credit cards. Compulsive behavior or consumptive behavior affected by two factors are psychological factors and socio-cultural factors (Wang & Zhai, 2022). From the previous study, consumptive behavior always driven by desire, spontaneous dan non rational buying behavior. Based on this, the hypothesis in this study is consumptive behavior affected by fintech payment and impulse buying behavior.

METHOD

The following research model and research hypotheses have been developed within the model's scope. The questionnaire technique was used to collect data for the study. The SmartPLS programs were used to analyze the data collected for this study. The reliability levels of the scales used in the study were determined using Cronbach's Alpha, and the validity levels were determined using AVE. The SmartPLS program was used to run the Structural Equation Model (SEM) analysis to test the research hypotheses and the goodness-of-fit values were used to determine whether the model was compatible. This analytical framework was selected due to its capacity to maximize variance explanation and facilitate the examination of complex models containing multiple interconnected latent constructs (Levacher et al., 2023).

In this study, the dimensions that will be used to measure fintech payments are perceived convenience, perceived security, perceived cost, social influence, and innovativeness.The dimentions that will be used to measure impulse buying are application factors and personal factors. The dimentions that will be used to mesure consumptive behavior are excessive spending or wastefull spending, spontaneous spending and non-rational spending. The statements in the distributed questionnaire refer to the following operational variables table.

Table 1. Operational Variables

Variables	Dimention	Indicator
Fintech Payment	Perceived convinience	1. Convenience of using digital payment methods.
		2. Convenience of using a variety of available payment features.
		3. Convenience of transacting anywhere.
		4. Convenience of transacting anytime
	Perceived security	5. Security using digital payment methods.
		6.Security using various available payment features.
		7. Security when transacting anywhere.
		8. Security when transacting anytime.
		9. Personal data security.
	Perceived cost	10. Digital transaction costs
		11. Cost of using various features
		12. Time spent
		13. Energy expended
	Social influence	14. Influence of life partner
		15. Influence of friends
		16. Influence of parents
		17. Influence of influencers
		18. Influence of social groups
		19. Influence of siblings
	Innovativeness	20. Payment innovation through digital bank
		21. Payment innovation through mobile banking
		22. Payment innovation through e-wallets
		23. Digital marketing innovation on social media
		24. Digital marketing innovation in e-commerce and marketplaces

Variables	Dimention	Indicator
Impulse Buying	Application Factors	1. Visual appeal
		2. Portability
		3. Task-relevant information
	Personal Factors	4. Economic wellbeing
		5. Family influence
		6. Time Availability
		7. Credit Card use
		8. Pay later use
		9. Personal image
Consumptive Behavior	Excessive Spending/ Wasteful Spending	1. Buying because of FOMO
		2. Buying because of following friends
		3. Buying because you're just having fun/ hedonic gratification
		4. Buying because you want to spend money
	Spontaneous Buying	5. Buying because it's on sale
		6. Buying because of a cashback program
		7. Buying because incentivized acquisition
	Non-Rational Buying	8. Buying because of group mates/ peer driven consumption
		9. Buying to feel better
		10. Buying to be seen as cool
		11. Buying because of attractive packaging
		12. Buying because of a picture of an idol

Source: Processed Data, 2025

Table 1 outlines the operationalization of the research variables, detailing their dimensions and measurement indicators to ensure construct clarity and empirical rigor. Fintech Payment is conceptualized as a multidimensional construct encompassing perceived convenience, perceived security, perceived cost, social influence, and innovativeness. Perceived convenience captures the ease and flexibility of using digital payment systems across time, location, and feature variety, while perceived security reflects users' confidence in transaction safety and personal data protection. Perceived cost measures both monetary and non-monetary expenses, including transaction fees, time, and energy. Social influence represents the impact of significant others and reference groups on fintech adoption, whereas innovativeness reflects users' perceptions of technological and marketing innovations embedded in digital banking, mobile banking, e-wallets, and online platforms.

Furthermore, Impulse Buying is operationalized through application-related and personal factors that explain spontaneous and unplanned purchasing behavior. Application factors emphasize the role of digital interfaces, such as visual appeal, portability, and task-relevant information, in stimulating impulsive decisions. Personal factors capture individual and situational conditions, including economic well-being, family influence, time availability, and the use of credit cards and pay-later services, as well as self-image considerations. Consumptive Behavior is measured through excessive or wasteful spending, spontaneous buying, and non-rational buying dimensions, which collectively represent irrational consumption tendencies driven by emotional gratification, promotional stimuli, peer pressure, and symbolic motives. Overall, this operational framework provides a comprehensive basis for analyzing how fintech payment systems influence impulse buying and consumptive behavior among young consumers.

RESULT AND ANALYSIS

Outer Model

The assessment of the outer model is the first step in evaluating the measurement model to ensure that all indicators adequately reflect their respective latent constructs. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE). An indicator is considered valid if its loading exceeds 0.70, while a construct demonstrates adequate convergent validity if its AVE exceeds 0.50 (Sarstedt et al., 2020).

Convergen Validity

The results shows that most indicators of the Impulse Buying construct achieved outer loadings above the threshold of 0.70, which indicates insufficient representation of the construct. For the Consumptive Buying construct, only a few indicators exceeded the 0.70 threshold, suggesting that these items reliably capture the construct, whereas others are less representative. Meanwhile, a considerable number of indicators in the Fintech Payment construct had loadings below 0.70, demonstrating that these indicators do not adequately reflect the underlying construct. Consequently, all indicators with outer loadings below 0.70 were removed to improve the measurement model's quality, and the model was reassessed in the second stage.

Table 2. Outer Loading Stage 2

	Fintech Payment	Consumptive Behavior	Impulse Buying
fp1	0.823		
fp10	0.731		
fp11	0.717		
fp12	0.831		
fp13	0.841		
fp15	0.745		
fp19	0.708		
fp2	0.846		
fp21	0.728		
fp3	0.781		
fp7	0.866		
fp8	0.724		
fp9	0.875		
ib4			0.739
ib5			0.821
ib6			0.832
ib7			0.879
ib8			0.724
cb12		0.812	
cb3		0.860	
cb7		0.853	
cb8		0.817	

Source: Processed Data, 2025

The tabel 2 results presented in Table 1 indicate that all indicators of Fintech Paymenyt, Impulse Buying, and Consumptive Behavior now exceed the 0.70 outer loading threshold. This confirms that the remaining indicators reliably and consistently measure their respective constructs, supporting the convergent validity of the measurement model. The results demonstrate that the indicators successfully capture the relationship between each observed item and its latent variable, establishing the robustness of the constructs in the model.

Table 3. AVE

	Average variance extracted (AVE)
Fintech Payment	0.621
Consumptive Behavior	0.699
impulse buying	0.642

Source: Processed Data, 2025

As shown in table 3, all constructs have AVE values above 0.50, indicating that each construct sufficiently explains the variance of its indicators. These findings confirm good convergent validity for Fintech Payment, Impulse Buying, and Consumptive Behavior, making them valid and suitable for further structural analysis.

Discriminant Validity

Discriminant validity assesses whether each construct is distinct from the others, ensuring that indicators measure their intended latent variable more strongly than other constructs. This study evaluated discriminant validity using cross loadings, the Heterotrait–Monotrait ratio (HTMT), and the Fornell–Larcker criterion (Saidi & Siew, 2019).

Tabel 4. Cross Loading

	Fintech Payment	Consumptive Behavior	Impulse Buying
fp1	0.823	0.256	0.157
fp10	0.731	0.120	0.223
fp11	0.717	0.228	0.253
fp12	0.831	0.187	0.214
fp13	0.841	0.242	0.260
fp15	0.745	0.262	0.179
fp19	0.708	0.262	0.308
fp2	0.846	0.276	0.242
fp21	0.728	0.262	0.314
fp3	0.781	0.237	0.133
fp7	0.866	0.293	0.324
fp8	0.724	0.092	0.138
fp9	0.875	0.214	0.238
ib4	0.198	0.407	0.739
ib5	0.175	0.578	0.821
ib6	0.287	0.655	0.832
ib7	0.285	0.662	0.879
ib8	0.236	0.614	0.724

	Fintech Payment	Consumptive Behavior	Impulse Buying
cb12	0.165	0.812	0.481
cb3	0.345	0.860	0.614
cb7	0.306	0.853	0.750
cb8	0.163	0.817	0.585

Source: Processed Data, 2025

As shown in Table 4, all indicators have higher loadings on their respective constructs than on other constructs. This pattern is consistent across all items, demonstrating that each indicator clearly measures its intended latent variable. These results confirm that discriminant validity is satisfied, indicating strong construct uniqueness without overlap between latent variables.

Table 5. HTMT

	Fintech Payment	Consumptive Behavior	Impulse Buying
Fintech Payment			
Consumptive Behavior	0.307		
Impulse Buying	0.317	0.827	

Source: Processed Data, 2025

HTMT values presented in Table 5 are all below the 0.90 threshold, indicating adequate discriminant validity. Although some construct pairs show relatively high correlations, each construct remains clearly distinguishable from the others. This confirms that the indicators represent their respective constructs more strongly than they do other constructs.

Table 6. Fornell Lacker

	Fintech Payment	Consumptive Behavior	Impulse Buying
Fintech Payment	0.788		
Consumptive Behavior	0.304	0.836	
Impulse Buying	0.300	0.743	0.801

Source: Processed Data, 2025

Table 6 shows that the square root of AVE for each construct is higher than its correlations with other constructs. This finding confirms that each construct is distinct and capable of differentiating itself clearly from the others in the model. Therefore, the measurement model meets the discriminant validity criteria based on the Fornell–Larcker method.

Reliability Test

Reliability assessment was conducted to evaluate the consistency and stability of the measurement constructs. This study used Cronbach's Alpha and Composite Reliability (rho_a and rho_c) as indicators of internal consistency. A construct is considered reliable if Cronbach's Alpha and Composite Reliability values exceed the minimum threshold of 0.70 (Hair & Alamer, 2022).

Table 7. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Fintech Payment	0.949	0.955	0.955
Consumptive Behavior	0.858	0.877	0.903
Impulse Buying	0.860	0.872	0.899

Source: Processed Data, 2025

As shown in Table 7, all constructs have Cronbach's Alpha and Composite Reliability values above the 0.70 threshold. Fintech Payment, Impulse Buying, and Consumptive Behavior exhibit consistently high reliability, indicating that the constructs are measured accurately, consistently, and precisely. These findings confirm that each indicator adequately represents its respective construct, supporting the reliability of the measurement model.

Inner Model

The inner model, or structural model, was evaluated to examine the predictive capability of the independent variables on the dependent variable. The assessment includes the determination of R-square values and the effect size (F-square) of each predictor (Hair & Alamer, 2022).

Table 8. R-Square

	R-square	R-square adjusted
Consumptive Behavior	0.559	0.550

Source: Processed Data, 2025

As shown in Table 8, the R-square value for Consumptive Behavior is 0.559 (55.9%), while the adjusted R-square is 0.550. This indicates that the predictor variables in the model collectively explain approximately 55.9% of the variance in Consumptive Behavior. According to Hair & Alamer, (2022), an R-square value of this magnitude is classified as moderate, suggesting that the model has a satisfactory explanatory power. The similarity between R-square and adjusted R-square values indicates that the model is stable and not overfitted. These results demonstrate that Fintech Payment and Impulse Buying together contribute significantly to explaining Consumptive Behavior.

Table 9. F-Square

	Consumptive Behavior
Fintech Payment	0.016
Bmpulse Buying	1.060

Source: Processed Data, 2025

Table 9 shows that Impulse Buying has a high effect size ($F^2 = 1.060$) on Consumptive Behavior, indicating it is the main contributing factor. In contrast, Fintech Payment has a very low effect size ($F^2 = 0.016$), suggesting a relatively minor influence. These results imply that Consumptive Behavior are primarily driven by Impulse Buying, while Fintech Payment plays a smaller role in shaping Consumptive Behavior. These findings suggest that psychological and behavioral factors play a more decisive role in shaping consumptive behavior than technological factors alone.

Table 10. Model Fit

	Saturated model	Estimated model
SRMR	0.081	0.081
d_ULS	1.680	1.680
d_G	1.051	1.051
NFI	0.727	0.727

Source: Processed Data, 2025

As presented in Table 10, the SRMR value of 0.081 indicates that the model meets the fit criterion, as it is below the recommended maximum of 0.10. The d_ULS value of 1.680 and d_G value of 1.051 suggest that the distance between the empirical model and the theoretical model is relatively small, supporting the model's acceptability. Meanwhile, the NFI value of 0.727 indicates that the model fit is moderate, as it has not reached the ideal threshold of ≥ 0.90. Overall, the results suggest that the structural model is acceptable and demonstrates a moderate level of fit.

Hypothesis Testing

Hypothesis testing was conducted to examine the direct effects of Fintech Impulse and Impulse Buying on Consumptive Behavior (Chua, 2023). The results of the structural model analysis are presented in Table 10.

Table11. Boostrapping

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Fintech Payment -> Consumptive Behavior	0.089	0.102	0.067	1.323	0.186
Impulse Buying -> Consumptive Behavior	0.716	0.715	0.050	14.437	0.000

Source: Processed Data, 2025

The first hypothesis (H1) proposed that Fintech Payment positively and significantly influences Consumptive Behavior. As shown in Table 11, the path coefficient (β) is 0.089 (8.9%), the t-statistic is 1.323, and the p-value is 0.186. Since the t-statistic is less than 1.96 and the p-value exceeds 0.05, H1 is rejected. This indicates that Fintech Payment does not have a significant effect on Consumptive Behavior, suggesting that other factors may play a more dominant role in shaping consumers' behavior. The second hypothesis (H2) proposed that Impulse Buying positively and significantly influences Consumptive Behavior. The results show a path coefficient (β) of 0.716 (71.6%), a t-statistic of 14.437, and a p-value of 0.000. Since the t-statistic exceeds 1.96 and the p-value is below 0.05, H2 is accepted. This finding indicates that Impulse Buying has a significant and positive effect on Consumptive Behavior, demonstrating that consumers' impulse behavior strongly drives their consumptive tendencies.

Structural Model

The conceptual hypothesis that has been proposed has been tested and can be accepted, so the complete structural model in this study is as shown in the following figure.

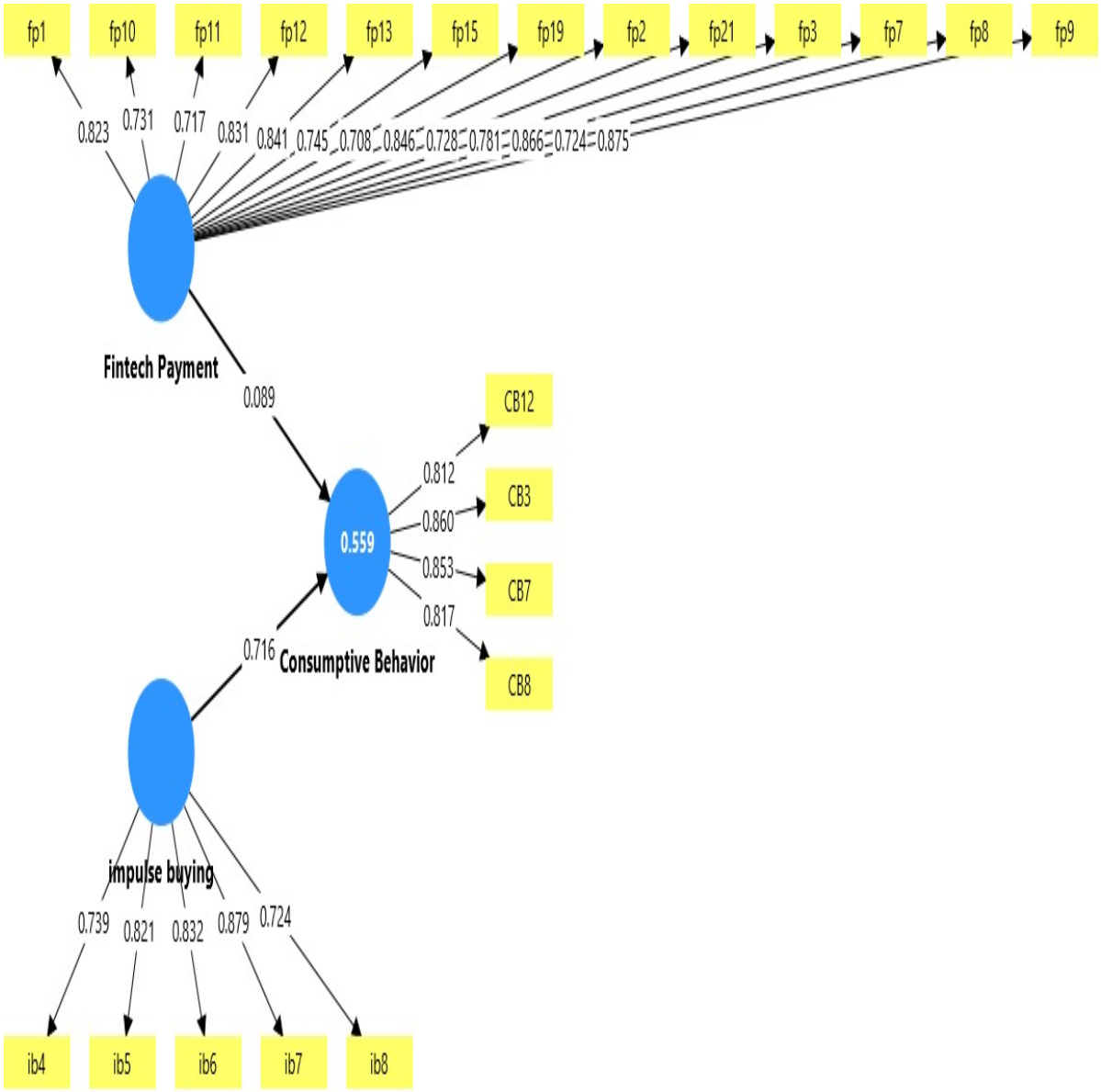

Figure 1. Structural Model

Figure 1 the structural model described above confirms the hypotheses advanced in this investigation, and the corresponding equations derived from the analysis are.

$$Y = 0.089X_1+0.716X_2$$

According to the aforementioned equation it can be explained that the consumptive buying variable is influenced by fintech payment with a path coefficient of 0.089. Additionally, impulse buying affects consumptive behavior with a path coefficient of 0.716. Although the magnitude of this effect is relatively small, it suggests that the convenience, speed, and accessibility offered by fintech-based payment systems contribute to encouraging consumptive behavior. The easier and more practical the payment method, the greater the likelihood that consumers will engage in purchasing activities. Meanwhile, *impulse buying* demonstrates a substantially stronger influence on consumptive behavior, with a path coefficient of 0.716. This finding indicates that impulse buying is the dominant factor in shaping consumptive behavior. Consumers who tend to make spontaneous and unplanned purchases are more likely to exhibit higher levels of consumptive behavior. Overall, these findings

suggest that while *fintech payment* plays a role in influencing consumptive behavior, psychological factors such as impulse buying exert a much more significant impact. Therefore, efforts to manage or reduce consumptive behavior should not only focus on technological aspects of payment systems but also address consumer self-control and behavioral tendencies.

DISCUSSION

Based on the structural model of this research that has been conducted on 100 respondents of young society in Cirebon, West Java. There are several indicators that have a strong influence on the dimensions of each variable. These indicators have large constant values and determine the effect for each variable. Within the Fintech payment construct, the three indicators yielding the highest empirical scores were data privacy assurance, transactional security ubiquity, and the perceived convenience of diverse payment features. Despite the escalating prevalence of cybersecurity threats such as malware and systemic data breaches, a significant proportion of Generation Z respondents maintained a persistent perception of security during digital financial transactions. This paradoxical confidence stems partly from a lack of awareness regarding breaches not directly involving their specific financial institutions. Furthermore, many users have normalized digital risk, perceiving data vulnerability as an inherent and unavoidable trade-off for participating in the digital economy. This sense of resignation is often reinforced by perceived limited financial exposure among students who are largely dependent on parental allowances whereas economically active respondents demonstrated heightened risk sensitivity by implementing protective strategies, such as the segregation of savings and discretionary shopping accounts.

Secondly, regarding transactional ubiquity, the current digital infrastructure enables users to conduct financial activities from their private residences, thereby mitigating the necessity for physical mobility and the use of cash. This environment allows Generation Z to execute transactions without the logistical burdens of transportation costs or time expenditure. For this demographic, the home environment is perceived as a secure sanctuary for digital engagement. Furthermore, the preference for home-based transactions suggests that Gen Z highly prioritizes transactional efficiency and the minimization of physical exertion, opting for solutions that enhance seamless accessibility. Analysis of the third-ranked indicator reveals that the popularity of Fintech payments is driven by the proliferation of diversified features within mobile banking and e-wallet applications. This trend underscores the capacity of service providers to address the evolving requirements of their users through product customization and personalized interfaces. By providing a 'one-click' mechanism, Fintech platforms effectively deliver unparalleled convenience tailored to individual consumer needs.

The primary determinants of impulse buying behavior originate from personal factors, suggesting that sudden purchasing urges are intrinsically driven. The most prominent indicators identified include credit card utilization, temporal availability, and familial influence. The contemporary proliferation of online lending systems closely mirrors the patterns of credit card usage; specifically, Generation Z who often lack steady income but possess high consumption desires frequently opt for immediate debt acquisition, often disregarding the long-term financial consequences. Furthermore, the factor of time availability aligns with the ubiquity and portability of Fintech payment systems, which facilitate transactions from any location. This condition suggests that the preference for mobile commerce is not merely a result of minimized physical exertion, but rather a strategic response to the limited temporal resources caused by daily professional obligations. Lastly, familial influence acts as a powerful

normative force; empirical evidence indicates that younger consumers are highly susceptible to the recommendations or direct requests of siblings and parents, affirming that the family remains the most influential social environment in shaping individual consumption patterns.

As a dependent variable contingent upon Fintech payment integration and impulse buying tendencies, consumptive behavior is operationalized through three primary indicators: hedonic gratification (buying for amusement), incentivized acquisition (buying due to bonuses), and peer-driven consumption (buying due to group influence). These indicators collectively delineate a pattern of excessive consumption that prioritizes psychological satisfaction over utilitarian necessity, frequently resulting in wasteful spending habits. The hedonic indicator ('buying for fun') emerges as the most significant determinant, suggesting that younger demographics are increasingly ensnared in dysfunctional buying patterns facilitated by the seamlessness of digital transactions and the pursuit of instant gratification. Furthermore, the strategic deployment of time-sensitive digital promotions such as limited-quota bonusesexploits consumer susceptibility to urgency, triggering immediate and unplanned purchase responses. Finally, social influence from peer groups acts as a potent normative force, where the desire for social alignment and the avoidance of identity deficits compel individuals to replicate the consumption patterns of their social circle to ensure they are not 'left behind.

The empirical findings of this study diverge from prior research, which frequently posits that consumptive behavior stems from the fulfillment of hedonic needs and that transactional convenience is the primary catalyst. According to the verificative analysis, a unique result emerges: Fintech payments exert a marginal influence on consumptive behavior when compared to the dominant impact of impulse buying. A granular examination of the indicators reveals that the seamlessness of digital payments alone is insufficient to drive sustained consumption among Generation Z, primarily due to their financial instability and continued parental supervision. Instead, these consumers are driven by the desire for frictionless acquisition without immediate concern for limited liquidity, often leading to credit card utilization particularly when familial influence acts as a reinforcing normative force. This suggests that habitual credit use is a systemic practice within their households. Consequently, the proliferation of digital lending platforms offering accessible terms to the younger generation mirrors a strategic response to these precarious financial conditions.

CONCLUSION

The findings highlight a significant misalignment between perceived and actual risk; young users trade long-term data privacy for immediate transactional gratification. Consumptive behavior is conceptualized as a purchasing pattern driven by hedonic desires rather than utilitarian necessity. This behavior is primarily catalyzed by robust personal motives, familial normative influences, and the transactional convenience provided by service providers, alongside various non-rational determinants affecting younger demographics. The empirical results demonstrate that Fintech payments and impulse buying tendencies exert a positive and statistically significant influence on consumptive behavior, both partially and simultaneously. Furthermore, this study reveals a critical paradox: many young consumers remain oblivious to the long-term consequences of digital convenience, effectively normalizing digital risk. The tendency to underestimate data security and perceive credit instruments as universal financial solutions underscores a profound deficiency in financial literacy and financial management within this generation. Fintech environments facilitate 'mobile-mediated impulse facilitation,' where technological ease reduces cognitive load and accelerates non-

rational decision-making. Consequently, future research should prioritize investigating the levels of financial literacy and management strategies among the younger generation, with a specific focus on regional contexts such as Cirebon, West Java. And also there is an urgent need for government-led digital financial literacy programs to mitigate the rising trend of debt-based consumption and enhance cybersecurity awareness among youth

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