

ABSTRACT

The use of Buy-Now, Pay-Later (BNPL) services in Indonesia has been increasing, particularly among Generation Z and Millennials who are attracted to the convenience of interest-free payments. This study aims to analyze the influence of perceived benefit, social influence, perceived risk, and habit on behavioral intention and its relationship with the usage behavior of BNPL services among Generation Z and Millennials. This research employs a quantitative method using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach with SmartPLS software version 4.1.0.6. Data were collected through a questionnaire survey completed by a total of 530 respondents, with 518 respondents meeting the criteria from Generation Z and Millennials across various regions in Indonesia.

The results of the study indicate that perceived benefit and habit have a positive and significant influence on behavioural intention, while perceived risk has a negative and significant influence. Social influence was also found to have a positive, though not significant, impact. Furthermore, behavioural intention was proven to have a significant effect on the usage behaviour of BNPL services. The conclusion of this study is that the factors influencing behavioural intention in the use of BNPL services should be considered by service providers to enhance the adoption of these services among Generation Z and Millennials.

Keywords: *Buy-Now, Pay-Later, Perceived Benefit, Social Influence, Perceived Risk, Habit, Behavioral Intention, Usage Behavior.*