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ANALYSIS OF THE EFFECT OF CLARITY, EFFICIENCY, ACCURACY, STIMULATION, AND NOVELTY ON THE ATTRACTION OF USING PAYLATER SERVICES

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Abstract

This study aims to analyze the influence of five independent variables—perspicuity, efficiency, dependability, stimulation, and novelty—on the attractiveness of PayLater services, and their impact on user decisions in using the service. The research method used is quantitative with an associative approach and multiple linear regression analysis techniques through SEM-PLS. The results of the validity test show that all indicators have an outer loading value > 0.7, while the composite reliability and AVE values indicate the consistency and validity of the construct. The goodness-of-fit model test produces an SRMR value of 0.051 (<0.08), indicating that the model is appropriate. The R-square value of 0.777 indicates that 77.7% of the variation in attractiveness is explained by the five independent variables. The F-square test shows that stimulation has a moderate effect (0.157), while other variables have a small effect (values between 0.067–0.114). Path analysis shows that all hypotheses are significantly accepted ($p < 0.05$), with stimulation having the strongest influence on attractiveness. This finding reinforces the importance of innovation, emotional, and system clarity elements in driving user interest in PayLater services in the e-commerce ecosystem.

Keywords: Clarity, Efficiency, Accuracy, Stimulation, Novelty, Attractiveness, Paylater Services, Consumer Behavior, Fintech, Digital Payment

INTRODUCTION

The rapid evolution of financial technology has significantly influenced consumer behavior, particularly with the advent of "buy now, pay later" (BNPL) services like PayLater. One of the most popular services is PayLater. PayLater is an instalment service without credit card for purchasing goods on e-commerce platforms (Jagadhita and Tjhin, 2023) .According to (OJK, 2017) these services offer flexibility by allowing delayed payments, attracting users with features such as clarity, efficiency, precision, stimulation, and novelty. Understanding how these elements impact user perception and adoption is crucial for optimizing PayLater systems (Hegawan *et al.*, 2023)

Research underscores that attributes such as clarity and efficiency enhance user satisfaction by simplifying processes and reducing effort (Farlian & Ridwansyah, 2023). Similarly, stimulation and novelty play a pivotal role in keeping users engaged and perceiving value in innovative features (Herman Thuan To Saurik *et al.*, 2023). In the competitive landscape of fintech, focusing on these factors is essential for enhancing service attractiveness and maintaining user loyalty. Although there has been no research regarding the shopping motivation of Paylater users, these previous studies suggest that shopping motivation has a relationship with the purchase intention of Paylater users. Although the research contexts differ, credit cards and Paylater have similar payment concepts (Sugianto, 2020).

However, despite the increasing use of digital wallets, their practical implementation and actual use still need to be improved. Previous studies have shown that although the intention to use digital wallets is relatively high, actual use sometimes matches the intention (Teng & Khong, 2021). Further research is needed to identify the factors that influence the use of digital wallets so that their implementation is more effective and sustainable. In this study, the variables are categorized into independent variables (X), moderation, and dependent variables (Y). Independent Variables (X): X1 (perspicuity): (Kosztyan and Kosztyan, 2011). X2 (efficiency): (Arman, Bazrafkan, and Ghorbani, 2017). X3 (dependability): (Hassenzahl, M., et al. 2010). X4 (stimulation): (Hidayat, W. N., et al. 2023). X5 (novelty) (Jagtap, 2016). Mediating Variables (Z): Z1 (attractiveness): (Bonnough and Moore, 2017) Dependent Variables (Y): Y1 (paylater): (Permata and Sugiarti, 2023)

This study aims to analyze the quantitative impact of clarity, efficiency, precision, stimulation, and novelty on the attractiveness of PayLater services, contributing to a deeper understanding of consumer behavior in digital payment solutions (Hegawan et al., 2023).

REVIEW OF LITERATURE

Perspicuity

Metaphysical perspicuity is also associated with objectivity in the sense that it has to be independent of a particular subject or perspective.7 For example, North (2021, sec. 2.1), The use of metaphysical perspicuity in the extant literature has conventionally been restricted to the fundamental layer of the world (cf. Sider 2011). This paper discusses perspicuity as a quality attribute in systems such as transparency, traceability, and interpretability.(Herman Thuan To Saurik et al., 2023). This paper discusses perspicuity as a quality attribute in systems such as transparency, traceability, and interpretability. (Sterz et al., 2021). The article explores the concept of perspicuity in Protestant hermeneutics, especially in the context of biblical interpretation. The author highlights the relevance of perspicuity to textual and theological authority. (Callahan, 1996).

Efficiency

The technical definition of efficiency is the output produced per unit of labor or capital (Palmer and Torgerson, 1999). From a management and economic perspective, efficiency is defined as the ratio between the results obtained and the resources used, often including relevant technical and economic aspects (Hilsenrath et al., 1997). The concept of efficiency also emerged in modern industrial management as an important technical and social value, focusing on waste reduction and wise resource management (Alexander, 2009). Efficiency is a norm used to assess the benefits versus costs of any action (Woodruff, 2019). Efficiency in public administration reflects the relationship between resources used and results achieved. The focus on technical efficiency often overshadows the importance of public values in determining the goals of public organizations (Rutgers and van der Meer, 2010). Efficiency has various interpretations depending on the context. In general, this concept reflects the optimal use of resources to achieve the best results, both at the economic, business, and public organization levels.

Dependability

The definition of dependability is: the ability to deliver service that can justifiably be trusted (Avižienis, Laprie, and Randell, 2004). Dependability is an integrative concept that encompasses the following attributes: availability (readiness for correct service), reliability (continuity of correct service), and safety (absence of catastrophic consequences for the user(s) and the environment) (Kemnitz, Ramadan, and Giesemann, 2008). In the context of computing systems, dependability includes protection against threats such as faults, failures, and errors. This effort is done through error prevention, fault tolerance, error elimination, and error prediction (Avizienis, Laprie and Randell, 2001). In critical systems such as aviation or aerospace, dependability includes evaluating availability and reliability before implementation to ensure a safe and efficient design. (Eberst and Herbig, 2003). Dependability is a comprehensive concept that encompasses reliability, availability, safety, and security. This property is important in a variety of contexts, especially for computing systems and other critical applications, where trust in services is essential.

Stimulation

Stimulation in economics is defined as an external process to increase labor productivity, encourage business development, and accelerate economic growth (Rogov, 2017). In marketing, sensory stimulation is used to create engaging brand experiences, increase brand equity, and drive consumer purchase intentions (Moreira, Fortes, and Santiago, 2017).In supply chain management, demand stimulation can occur through increasing finished goods inventory (Chuang and Zhao, 2019). Economic stimulation is an important mechanism to accelerate economic recovery, especially in the manufacturing industry sector. (Shubalyi *et al.*, 2023). Stimulation is a multidimensional concept in economics and business that encompasses various aspects such as productivity enhancement, investment incentives, economic recovery, and innovation. Proper implementation can accelerate economic growth, strengthen business competitiveness, and create sustainable socio-economic impacts.

Novelty

General Definition of Novelty refers to the degree of newness or uniqueness of an idea, stimulus, or function within a specific context.(Kassen, 2019). Novelty is defined as a unique characteristic of an idea, product, or process that is different from what has existed before.(Haans, 2017). In the field of design, novelty is widely acknowledged as a key parameter for creativity assessments.(Fiorineschi and Rotini, 2021). In an economic context, preference for novelty can influence innovation and economic growth, but excessive levels of novelty can lead to a backwardness trap due to high risk and instability.(Furukawa, Lai, and Sato, 2018). Novelty is a multidimensional concept that includes creative, innovative and systemic elements, and plays a vital role in economic and business success.

Attractiveness

Investment attractiveness reflects how interesting the relevant territory, area or region is for business (Jáč and Vondráčková, 2017). Organizational attractiveness is defined as the perception of prospective employees towards the organization as a desirable place to work. Important factors that influence are career development opportunities, work-life balance, and company values (Eger et al., 2019). A country's attractiveness is a factor in its success in many areas of international competition, such as encouraging international investment, but its impact on international sporting events remains unexplored.(Lee and Chappelet, 2022). The attractiveness of a region includes economic dimensions (such as investment environment, infrastructure, and market opportunities) as well as social and environmental dimensions (Bondarenko et al., 2020).

Paylater

The e-commerce Fintech service that is growing rapidly is Buy Now Pay Later or Paylater. Paylater is an innovation that can change the culture of manual payment systems to become more modern (Santo Fernandi, Jansen, and Rifky, 2023). E-commerce companies create features in order to deal with their customers, such as PayLater in their digital payment. It offers a payment method that is almost similar to a credit card, which allows customers to buy products or services right now with the delay of payment (Pratika, 2021). Factors such as ease of use, security, and perceived benefits significantly influence consumers' decisions to use Paylater (Kurniawan, Bhatara, and Anwar, no date). From the perspective of Islamic law regarding qardh contracts in payments paylater for online buying and selling on the marketplace application, and the benefits for its users (Isnaeni et al., 2023)

RESEARCH METHOD

This study uses a quantitative method with an associative approach to analyze the influence of the variables of clarity (perspicuity), efficiency, accuracy (dependability), stimulation, and novelty (novelty) on the attractiveness of using PayLater services among digital users. Data collection was carried out by distributing questionnaires using a Likert scale to respondents who are active users of e-commerce applications with PayLater features. This method was chosen to measure the relationship and influence between variables statistically. The data analysis technique used is multiple linear regression to test the simultaneous and partial influence of independent variables on the dependent variable, as well as validity, reliability, and classical assumption tests to ensure the quality of the instruments and models.

Clarity (perceptuality) in digital systems plays an important role in creating an efficient and easy-to-understand user experience, as shown in a study by (Kosztyan and Kosztyan, 2011).System efficiency also influences the adoption of digital financial technology, as evidenced by research on system effectiveness in digital transactions (Arman, Bazrafkan, and Ghorbani, 2017)

The accuracy or reliability of the system (dependability) in providing consistent services determines user satisfaction, while aspects of stimulation and novelty have been shown to influence user interest in new technologies (Jagtap, 2016).

Attractiveness as a mediating variable plays an important role in users' decisions to use the PayLater feature, as revealed in a study by (Bonnough and Moore, 2017) . Furthermore, the use of PayLater itself is studied as an output of perceptions of system efficiency and ease, which can encourage consumer behavior and financial decisions (Emiliyana and Safitri, 2023).

Hypotheses & Conceptual Models

This hypothesis model describes the influence of five independent variables on the attractiveness of a service, which then influences the user's decision to use the Paylater service. These independent variables are clarity, efficiency, accuracy, stimulation, and novelty. These five variables are assumed to shape the user's perception of the attractiveness of a digital service such as Paylater.

H1: Clarity has a positive effect on attractiveness.

States that clarity of information has a positive effect on service appeal. Information that is conveyed clearly can increase user understanding and confidence in using the service, which leads to interest in use (Kim and Mun, 2023)

H2: Efficiency has a positive effect on attractiveness.

Proposes that efficiency, such as ease and speed of service, can increase appeal. Previous studies have shown that perceptions of ease and practicality are important factors in interest in using Paylater services (Singh and Sahni, 2024)

H3: Accuracy has a positive effect on attractiveness

Emphasizes the importance of accurate information and services in creating appeal. Timeliness in transactions or notifications increases satisfaction and interest in continued use (Simbolon & Klesia, 2024).

H4: Stimulation has a positive effect on attractiveness

States that emotional stimulation or promotional appeal contributes to increasing service appeal. Studies show that attractive promotions such as discounts or bonuses can increase interest in using Paylater services (Maesen and Ang, 2024).

H5: Novelty has a positive effect on attractiveness.

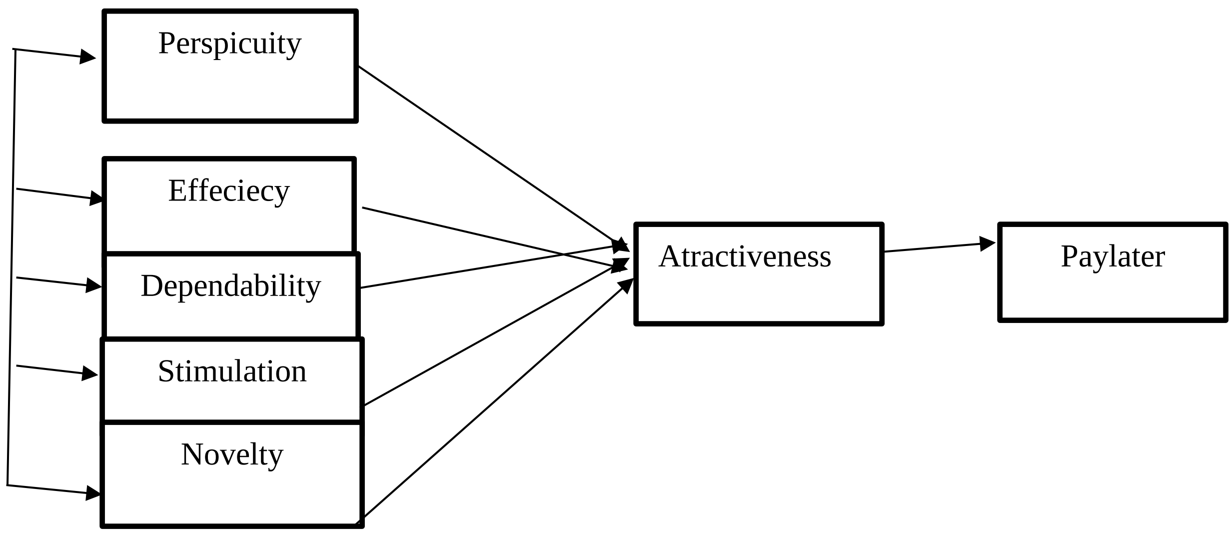
Links novelty or innovation in service features as a factor that strengthens attractiveness. Paylater is considered innovative and attractive, especially for the younger generation because of its convenience and features that are different from conventional payment methods (Singh and Sahni, 2024).

H6: Attractiveness has a positive effect on the decision to use Paylater services.

Links attractiveness to the decision to use Paylater. Research shows that positive perceptions of a service, which are formed by elements such as benefits, convenience, and innovation, significantly increase users' intention to use it (Lutfillah et al., 2024).

This hypothesis model is supported by various studies showing that service quality (clarity, efficiency, accuracy), emotional elements (stimulation), and innovation (novelty) influence the attractiveness of a service, which then has an impact on the decision to use the Paylater service.

Figure 1. Framework of Thinking



RESULTS AND DISCUSSION

Validity & Reliability Test

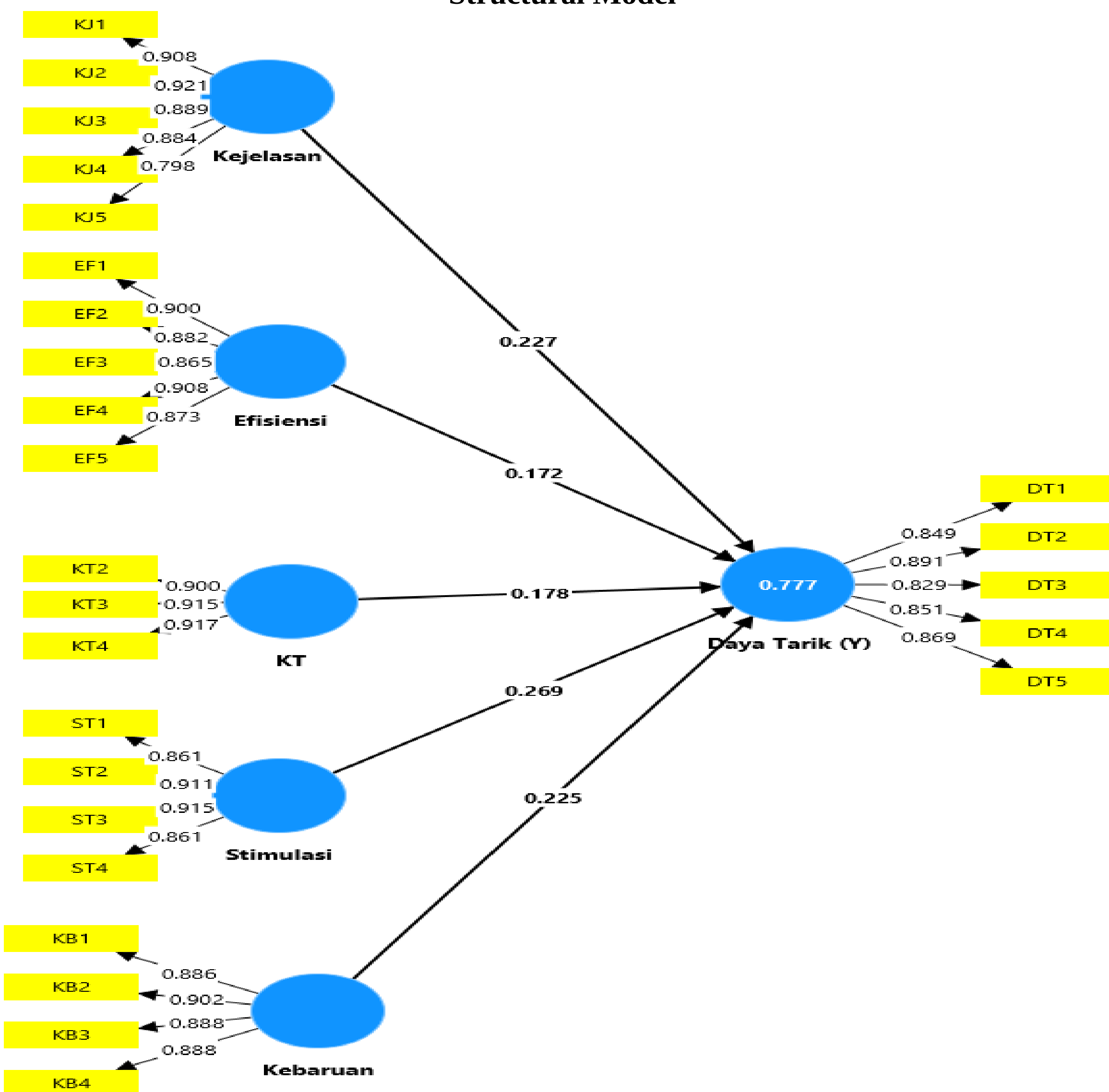
Table 1.
Initial Outer Loading Value

	Outer loadings
DT1 <- Atractiveness (Y)	0.849
DT2 <- Atractiveness (Y)	0.891
DT3 <- Atractiveness (Y)	0.829
DT4 <- Atractiveness (Y)	0.851
DT5 <- Atractiveness (Y)	0.869
EF1 <- Effeciecy	0.900
EF2 <- Effeciecy	0.882
EF3 <- Effeciecy	0.865
EF4 <- Effeciecy	0.908
EF5 <- Effeciecy	0.873
KB1 <- Novelty	0.886
KB2 <- Novelty	0.902
KB3 <- Novelty	0.888
KB4 <- Novelty	0.888
KJ1 <- Perspicuity	0.908
KJ2 <- Perspicuity	0.921
KJ3 <- Perspicuity	0.889

KJ4 <- Perspicuity	**0.884**
KJ5 <- Perspicuity	**0.798**
KT2 <- KT	**0.900**
KT3 <- KT	**0.915**
KT4 <- KT	**0.917**
ST1 <- Stimulation	**0.861**
ST2 <- Stimulation	**0.911**
ST3 <- Stimulation	**0.915**
ST4 <- Stimulation	**0.861**

An indicator is considered to meet the validity test if the outer loading value is > 0.7 (Hair Jr et al., 2014).

Figure 1.
Structural Model



After conducting the validity test, the next step is to conduct a composite reliability (CR) test to ensure data consistency. Hair explained that a good CR value should be > 0.7. In addition to conducting reliability testing, it is also necessary to measure the Average Variance Extracted (AVE) value. AVE explains the extent to which all measurement indicators can represent the variables being studied. Hair stated that a good AVE value should be > 0.5. The test results can be seen in the following table (Hair Jr et al., 2014).

Table 2
Initial Composite Reliability and AVE Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness (Y)	0.910	0.913	0.933	**0.736**
Efficiency	0.931	0.933	0.948	**0.784**
KT	0.897	0.898	0.936	**0.830**
Novelty	0.913	0.913	0.939	**0.794**
Perspicuity	0.927	0.931	0.945	**0.776**
Stimulation	0.910	0.912	0.937	**0.787**

After fulfilling the reliability test, the next step is to conduct a discriminant test to ensure that each concept of each latent variable is different from other variables. In this case, the discriminant validity test is assessed from the cross-loading, Fornell-Larcker criterion, and heterotrait-monotrait ratio (HTMT).

Table 3.
Test HTML

	Atractiveness (Y)	Effeciecy	KT	Novelty	Perspicuity	Stimulation
Atractiveness (Y)						
Effeciecy	0.755					
KT	0.769	0.581				
Novelty	0.812	0.694	0.634			
Perspicuity	0.786	0.598	0.640	0.700		
Stimulation	0.814	0.637	0.687	0.650	0.617	

Table 4.
Multicollinearity test of indicators

	VIF
DT1	2.402
DT2	3.217
DT3	2.266
DT4	2.524
DT5	2.656
EF1	3.598
EF2	3.157

EF3	2.560
EF4	3.589
EF5	3.006
KB1	2.958
KB2	3.254
KB3	2.939
KB4	2.941
KJ1	4.071
KJ2	4.464
KJ3	3.060
KJ4	2.943
KJ5	2.001
KT2	2.478
KT3	2.969
KT4	2.909
ST1	2.550
ST2	3.501
ST3	3.528
ST4	2.542

Table 5.
Multicollinearity Test Of Construct Variables

	VIF
Efficiency -> Attractiveness (Y)	2.000
KT -> Attractiveness (Y)	1.969
Novelty -> Attractiveness (Y)	2.294
Perspicuity-> Attractiveness (Y)	2.041
Stimulation -> Atractiveness (Y)	2.067

Model Goodness of Fit Test

Evaluation of the goodness of fit model can be done with several approaches, such as R-Square, Q-Square, SRMR, Goodness of fit index, PLS Predict, and Robustness Check. However, many researchers who use SEM-PLS consider the goodness of fit model test sufficient by using SRMR. Because the SRMR value reflects the overall construct. Hair said that if the SRMR value <0.08 indicates that it has met the criteria for the goodness of fit model test (Hair Jr et al., 2014).

Table 6.
Test of the Goodness of the Fit Model

	Saturated Model	**Estimated Model**
SRMR	0.051	0.051
d_ULS	0.922	0.922
d_G	0.746	0.746
Chi-square	601.878	601.878
NFI	0.833	0.833

Structural Equation Test

Testing of the structural model is done by looking at the R-square and F-Square values. The assessment measure using R-square describes the magnitude of the variation of endogenous variables that can be explained by other exogenous/endogenous variables in the construct model. F-square can describe the influence of independent variables on dependent variables in the structural model.

Table 7.
R – Square

	R-square	R-square adjusted
Attractiveness (Y)	0.777	0.769

F- Square

	Attractiveness (Y)
Attractiveness (Y)	
Efficiency	0.067
KT	0.072
Novelty	0.099
Perspicuity	0.114
Stimulation	0.157

Cohen argues that the F-Square value explains the influence of independent variables on dependent variables as follows (Cohen, 1992)

> 0.02 = small influence
> 0.15 = medium influence
> 0.35 = large influence

Table 8.
Test Results Hypothesis with Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Perspicuity -> Attractiveness (Y)	0.172	0.170	0.061	2.839	0.005
KT -> Attractiveness (Y)	0.178	0.177	0.060	2.948	0.003
Novelty -> Attractiveness (Y)	0.225	0.225	0.064	3.496	0.000
Perspicuity -> Attractiveness (Y)	0.227	0.229	0.065	3.512	0.000
Stimulation -> Attractiveness (Y)	0.269	0.274	0.057	4.724	0.000

CONCLUSION

This study proves that five main variables — namely, perspicuity (system clarity), efficiency (service efficiency), dependability (accuracy and reliability), stimulation (emotional appeal or promotion), and novelty (feature novelty) — all have a positive and significant effect on the attractiveness of PayLater services. From the results of the path analysis, the stimulation variable has the greatest effect on user attractiveness ($\beta = 0.269$; $f^2 = 0.157$), which is categorized as a moderate effect based on Cohen's criteria. Followed by novelty and perspicuity, which also show a significant but slightly smaller effect. The R-square value of 0.777 indicates that 77.7% of the variability in the perception of user attractiveness towards PayLater can be explained by the five variables together. In addition, the results of the validity and reliability tests show that all indicators and constructs have good measurement quality, as evidenced by the outer loading value> 0.7, composite reliability> 0.7, and AVE> 0.5. The goodness-of-fit test with SRMR of 0.051 also confirmed that the structural model used in this study is in accordance with the data.

Overall, this study underlines the importance of functional elements such as clarity and efficiency, as well as emotional aspects such as innovation and promotion, in shaping the appeal of PayLater services. These findings provide important implications for digital financial service developers to focus on improving system quality and feature innovation to increase positive perceptions and encourage wider adoption among users.

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