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The Influence *of Lifestyle, Income* , and Financial Literacy on Religiosity and Consumptive Behavior of Generation Z

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Abstract

This study discusses the relationship between socio economic factors and consumer behavior in generation Z, especially those who use the Shopee *Pay Later feature*. This study aims to analyze the direct and indirect influence between lifestyle, income, and financial literacy on religiosity and consumptive behavior of generation Z users of Shopee PayLater among Muslim students in Makassar. The type of research used is expansive research with a quantitative descriptive approach . Using primary data of 120 respondents through questionnaires. The results of the analysis were carried out using the Structural Equation Model (SEM) , this study found that *Lifestyle* and *Income* have a significant positive effect on *the religiosity of generation Z users of the Shopee PayLater* feature , while financial literacy has a negative but significant effect. Furthermore, *lifestyle* and financial literacy have a positive and significant effect on consumptive behavior, while *Income* has a negative effect on consumptive behavior. Religiosity also has a positive effect on consumptive behavior. These findings answer the research problem regarding the influence of socio-economic factors on religiosity and consumer behavior of students, and provide insight regarding the importance of wise financial management and a lifestyle in accordance with sharia principles.

Keywords : *Lifestyle; Income;* Literacy; Religiosity; Consumptive Behavior; *Shopee PayLater*.

INTRODUCTION

The development of technology and the internet is increasingly advanced, its development No only in field communication just, However moment This It has penetrated almost every human activity, allowing it to be performed easily, quickly, and in real time, even remotely. The benefits of this technological development are being widely utilized by humanity, such as the emergence of AI, or artificial intelligence, which has become a highly influential technology in many sectors, including retail and education.

Advances in technology have led to the evolution of individual needs and lifestyles. Furthermore, rapid innovation has significantly improved the way individuals meet their needs and lifestyles. In today's technological era, all segments of society, without exception, rely heavily on the internet, whether for communication, look for information, And other and so on.

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Wrong One benefit The main advantage is the ease of finding the items you want when shopping. The rapid growth *of e-commerce has certainly had an impact on payment methods, which were previously limited to direct payments.* Whether using cash or cards, a new electronic payment system called *PayLater has emerged.* However, using this service requires special attention due to its relationship to consumer protection and potential financial risks (Martadikusuma, 2025). Therefore, digital financial literacy is crucial so that people understand the difference between *Buy Now PayLater* and conventional credit and can use it wisely. (Kamil et al., 2024)

Paylater is a type of financial technology that allows customers to delay payment for goods or services, where the financial technology provider will first issue payment to the store where the goods or services were purchased. This service offers an alternative for customers who are in a pinch because they don't have enough money to meet their immediate needs for goods or services. In short, paylater is an online credit service designed to simplify transactions. transactions. (Mutafaqih et al., 2024)

The existence of *Shopeepaylater* will cause behavior consumptive on Generation Z, especially students, because of the convenience offered and ease of payment in transact Which Can credit with tenor Which has provided by *Shopeepaylater* even though they Not yet have money Which Enough. Moreover if the price on something goods Which they want down price or discount, so Without thinking about their needs anymore, they will immediately buy so they don't run out of stock by paying on credit via the *Shopeepaylater feature.*

This is supported by the growing trend of Generation Z being addicted to gadgets. This is due to the increasing variety of increasingly attractive and sophisticated features in the world of commerce, such as *e-commerce* itself. Wrong the only one *Shopeepaylater.* Research shows that the use of *the Shopee Pay Later feature* significantly influences student consumer behavior by reducing psychological barriers, thus encouraging impulsive purchases due to the ease of installments (Zahara et al., 2025). Furthermore, other research found that *Shopee Pay Later* among Generation Z revealed that psychological factors such as the desire for instant gratification and the lack of financial consequences pose a high risk among young consumers (Sarifuddin, 2025).

A person's consumer behavior can be influenced by various factors, including *Life Style* , *income,* And Also Literacy Finance. Wrong One factor *Lifestyle* is the influencing factor. Students who use the Shopee *PayLater feature* may be motivated by its ease of use, allowing them to make transactions anytime and anywhere. The easy process of applying for and using Shopee *PayLater* makes Generation Z, especially students, feel more comfortable and confident in using this service. This has led to a change in their lifestyle, where

those who were previously reluctant to go into debt have now become more confident and even become users loyal service This. Phenomenon This Also supported by results survey from Jakpat, which shows that Generation Z is often referred to as the " *Buy Now, Pay Later*" *generation*. Furthermore, another survey revealed that 28% of respondents in Indonesia use *Pay Later* as a digital payment method, illustrating that the service has become part of the habits of young people, including Gen Z. (Republika, 2025)

However, it's important to remember that using Shopee *PayLater* also carries the responsibility to pay off payments or installments according to applicable regulations. If consumers are unable or unwilling to pay their bills on time, they face risks such as fines and account suspension. account, recording in BI Checking, And billing by collector debt. Therefore, the ability to pay off payment obligations is an important factor in considering using Shopee *Paylater*.

The facts of this phenomenon demonstrate a discrepancy with Islamic principles of consumer behavior. Islam encourages balanced and responsible consumption. Based on this phenomenon, one should For strengthen quality faith so that No easy affected And following his lusts. A Muslim is expected to prioritize the interests of individuals and society and not compare worldly pleasures with the pleasures of the hereafter. Allah SWT forbids wasteful acts (*tabzir*) and extravagance (*israf*) in consumption, but this does not mean justifying stingy behavior (Ali & Ahmad, 2023). In accordance with the Word of Allah in the Qur'an Surah Al-A'raf: 29

> *Say, "My Lord has commanded me to be just. Turn your face (to Allah) at every prayer, and worship Him, being sincere to Him in worship." solely only to Him. You will returned to Him as you were created anew."*

Although Islamic consumption behavior has been widely studied from a sharia and ethical perspective, most previous studies still emphasize consumption principles such as *dharuriyat, hajjiyat, tahsiniyat aspects*. The rationality of an Islamic individual in consumption behavior is to prioritize and increase the benefits he gets (Botutihe & Landali, 2023) without empirically linking it to the phenomenon of modern consumption, especially the consumer behavior of generation Z in the digital era. The phenomenon of *Pay Later services* such as *Shopee PayLater* has given rise to consumer behavior that is contrary to Islamic principles, but empirical studies that combine material and spiritual perspectives, as well as *Utility analysis* of both *total utility* and *Margin utility* are still very limited.

Therefore, this study attempts to fill this gap by examining the consumer behavior of generation Z Muslim students in the context of using *Pay Later services* .

Behaviorism Theory

Behaviorism is studies about behavior in demand man. Approach this can also explain human behavior through effective educational programs (Nahar, 2016) . According to Skinner, as quoted by Rifa'i, learning is a process of changing behavior that can be visible or invisible, which changes according to the consequences he received (Rifa'I & Anni, 2012, p. 90). Pleasant consequences reinforce behavior, while unpleasant ones No pleasant weaken it. Study This use The behaviorist approach is the main theory. According to John B. Watson, as quoted by Putrayasa, learning is a process of interaction between stimuli and observable responses. And measured. John B. Watson, inventor approach behaviorism, argues that humans develop based on stimuli from the environment. The environment that bad will produce individual Which bad, temporary environment Which Good will produce good individuals.

Behavior Consumptive

According to Sumartono, consumer behavior is the action of someone buying something. goods without consideration who entered reason, in where to buy This is not based on need factors (Miranda & Lubis,). Aprilia and Hartoyo define consumer behavior as behavior Which appeared because influenced by Several sociological factors in a person's life. This behavior is demonstrated by consuming necessary goods and services in an unplanned and excessive manner. As quoted by *Bangga and Bath (2023) "Consumer buying behavior is a set of decision-making processes influenced by internal and external factors*" which means that many factors can influence consumer behavior. somebody Lina define behavior consumptive as behavior which is not based on rational considerations, but rather because of desires that have reached an irrational level (Lina & Rosyid, 1997) .

Based on understanding in on, can concluded that behavior Consumptive behavior is the activity of consuming goods and services without careful planning, exceeding appropriate limits, prioritizing wants over needs, and tending to consume without limits. This means that decisions about consumption are not based on rational considerations but are influenced by the product's popularity and the rewards offered.

Behavior Consumptive in Perspective Islam

In Islam, a need is anything that must be fulfilled for an item to function properly. Meanwhile, a desire adds psychological satisfaction or benefit in addition to other material benefits. If someone desires a need, its fulfillment will result in a reward. benefit or profit Which real. However, If fulfillment

If the need is not based on desire, it will only provide benefits. Conversely, if the desired outcome is not a need, fulfilling it will only provide relative satisfaction (G Hofur, 2020). Muslim consumers will not make requests for the same amount of goods. With income, so that income finished. Because they have short-term needs (in this world) and long-term needs (in the afterlife).

This verse from Surah Al-A'raf warns us not to be excessive in eating, drinking, adorning ourselves (dressing), and shopping. Consumptive behavior that is not based on basic needs, but only on desire, can lead to excessive waste and squandering money. This behavior can also lead to arrogance. And even lie. Because That, prohibition For behave consumerist in a way excessive remind We that Allah No like behavior excessive in everything.

Style life

Style life interpreted as method life somebody which identified through practice in use up time they, which can seen from activity such as work, hobbies, sports, shopping interests, social activities, and other interests. Lifestyle encompasses various aspects such as food, family, recreation, self-perception, and opinions on social and business issues. Furthermore, lifestyle also reflects a person's social class and personality. (Luthfianto & Suprihhadi, 2017)

In Islamic teachings, all aspects of life are governed by the Qur'an and Hadith, which emphasize the importance of avoiding excess, as it can harm oneself and others. Allah dislikes wasteful people. Therefore, a simple lifestyle must be adopted and cultivated by Muslims, including within the family. If parents model simplicity for their children, they will avoid the desire to appear more luxurious than others, will not be easily tempted by luxury, and will be able to control themselves from consumerist behavior.

Income

In Islam, income must come from clear and lawful endeavors. Lawful income can bring blessings from Allah. Conversely, wealth Which obtained from activity like theft, corruption, And transaction Illegal activities will only bring disaster in this world and bring punishment in the afterlife. The wealth that a person obtains. halal bring blessing in world And give security in afterlife (Amalia, 2015)

As is firman Allah SWT in Surat An-Nahl Verse 114 yang Sounds :

فَكُلُوْا مِمَّا رَزَقَكُمُ اللّٰهُ حَلٰلًا طَيِّبًاۖ وَّاشْكُرُوْا نِعْمَتَ اللّٰهِ اِنْ كُنْتُمْ اِيَّاهُ تَعْبُدُوْنَ

".

Translation :

> "Then eat which lawful again good from sustenance which given "Allah is upon you, and be grateful for the favors of Allah if it is Him you worship" (QS An Nahl:114).

Literacy Finance

Financial literacy is a process that measures how well a person understands financial concepts and is able to apply them. The goal is to achieve effective financial management and make decisions that support economic well-being. Other research also shows that the more tall literacy finance teenager, so behavior consumptive teenager tends to decrease.

Religiosity

Religiosity indicates an individual's level of attachment to their religion, reflecting the appreciation and internalization of religious teachings in all actions and outlooks on life. Islam as a comprehensive system encompasses life physical, spiritual, world, And hereafter. Islam consists of from three Main aspects: faith, sharia (worship and social interactions), and morals. Religiosity manifests itself in various aspects of human life, not only in ritual behavior such as worship, but also in daily activities driven by supernatural powers. Religious activity encompasses both visible and invisible actions that occur in a person's heart. Religiosity is an aspect of religion that is lived by an individual in their heart, and is described through various aspects that provide guidance on how to live life properly to achieve happiness in this world and the hereafter (Lestari, 2015:8). Religiosity serves to bind a person or group of people in their relationship with God, fellow human beings, and their surroundings (Ancok & Suroso, 2015).

2. METHODS

Type study This is study explanatory. Study explanatory is research that uses data to explain causal relationships between variables through hypothesis testing (Misbahuddin & Hasan, 2022). This type of research is in accordance with the study being conducted to explain the relationship between variables by looking at the determinants of Gen Z Consumer Behavior of *Shopee PayLater Feature Users* of Students in Makassar City. This research was conducted in Makassar City, South Sulawesi Province, as a representative location of the increasing trend of *Shopee PayLater feature users.* This research uses a quantitative approach.

The population in this study includes students in Makassar City. In this study, the sample size was determined using the heir method because the population size was not precisely known. According to heir, if the sample size is too large, the method becomes too sensitive, making it difficult to obtain a goodness of fit measure. Heir suggests a minimum sample size of 5-10 observations for each estimated parameter. The following is the formula from Heir, et al. (8 x indicators) The number of indicators in this study is 15. So: 8 x 15 = 120. The number of samples used in this study was 120 student respondents in Makassar City. The data collection methods used in this study were through observation, distribution of questionnaires, and documentation.

The tool used to collect primary data in this study was a questionnaire. The scale used in this study was an interval scale. Interval data collection used the *agree-disagree scale technique* , which developed statements that elicited agree-disagree responses within a range of values. The data needed to support this research is primary data, which is data obtained directly by researchers from respondents. Researchers conducted observations, documentation, and distributed questionnaires to collect research data. Data analysis involves breaking down the whole into its smaller components. small For identify component Which dominant, compare between components, as well as compare certain components with overall. This technique is used to answer the problem formulation or test the formulated hypothesis. previously. Management data in study This will using Smart PLS version 3.0 (Ghozali, 2014, p. 50). *Structural Equation Modeling* (SEM) is used to overcome weaknesses encountered in the method regression. There is two main approaches in SEM: *Covariance Based SEM (CBSEM) And Variance Based SEM* or *Partial Least Square (PLS).* PLS is method analysis Which powerful Which independent on many assumptions, so that known as distribution-free and can be used for various types of data such as nominal, categorical, ordinal, interval, And ratio. Analysis outer model done For ensure that measurement which is used is suitable for measurement (valid and reliable). In the model analysis This specify connection between variables latent with indicators. The indicators. Outer model analysis can be seen from several indicators:

Convergent Validity

Convergent Validity is indicator which assessed based on correlation between the item *score/component score* and *the construct score* , which can be seen from *standardized loading factor* which describes the magnitude of the correlation between each items measurement (indicator) with the construction. Size reflexive individual said tall If correlated > 0.7 with construct Which want to measured, mark outer loading between 0.5 – 0.6 is considered sufficient.

Discriminant Validity

Discriminant Validity is model measurement with reflexive Indicators are assessed based on the cross-loading of measurements with the construct. If the correlation of a construct with a measurement item is greater than that of other construct measures, it indicates that their block measures are superior to the other blocks. Another method for assessing discriminant validity is by comparing the square root of average variance extracted (AVE) values.

Composite reliability

Composite reliability is an indicator for measuring a construct that can be seen in the latent variable coefficients view. To evaluate composite reliability there is two tool measuring that is internal consistency And Cronbach's alpha. In this measurement, if the value achieved is > 0.70, it can be said that the construct has high reliability.

Cronbach's Alpha

Cronbach's Alpha is the most commonly used statistical metric to measure the internal consistency of a set of indicators or items that make up a construct. *Cronbach's alpha values* can vary between 0 and 1, where higher values are tall show consistency internal Which more Good. Generally, mark An alpha above 0.70 is considered a good indication of reliability for social and behavioral research. The test was conducted above is Test on the outer model for reflective indicators. For formative indicators, different tests are required.

Inner model analysis is usually also called (*inner relation, structural model)* And *substantive theory)* Which where describe connection between Latent variables are based on *substantive theory.* Inner model analysis can be evaluated using *R-square* for the dependent construct, *the Stone-Geisser Q-square test* for *predictive relevance* , and the t-test to determine the significance of the structural path parameter coefficients. Evaluating the inner model using PLS *(Partial Least Squares)* begins by examining the R-square for each dependent latent variable. The interpretation is similar to that for regression. Changes in *the R-square value* can be used to assess the influence of a particular independent latent variable on the dependent latent variable, whether it has a substantive influence.

(Partial Least Square) model is also evaluated. with see mark *Q-square* predictive relevance For model constructive *Q-square* measure how much Good mark observation produced by model And parameter estimates. A *Q-square value* greater than 0 (zero) indicates that the model has mark predictive

relevance , whereas if mark *Q square* not enough from 0 (zero), then it shows that the model has less *predictive relevance* .

Testing Hypothesis

In hypothesis testing, the t-statistic and probability values can be used. For hypothesis testing, which uses statistical values, the t-statistic value used for a 5% alpha is 1.96. Therefore, the acceptance/rejection criteria are: hypothesis is Ha accepted And H0 in reject when t- statistic > 1.96. To reject/accept the hypothesis using probability, Ha is accepted if the p-value < 0.05 . [20]

3. RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics

This research was conducted in Makassar City, so the respondents used were Makassar City students. The number of respondents taken in the research was 120 respondents. Study This utilise a number of characteristics, between other:

1. Student City Makassar.

City Makassar known as Wrong One center education tall in Indonesia part east. As capital of Sulawesi Province South, Makassar own many campuses, Good country and private so that interesting For done study in the city Makassar , following respondents from various college tall Which has fill out the questionnaire:

Table 4.1

Profile Respondents Based on Campus Student in City Makassar

No.	Subdistrict	Amount Respondents	Percentage
1.	UIN Alauddin Makassar	22	18.3%
2.	University Hasanuddin	10	8.3%
3.	University Country Makassar	23	19.2%
4.	Polytechnic Country Edge of View	10	8.3%
5.	University Muhammadiyah Makassar	8	6.7%

6.	University Indonesian Muslims	5	4.2%
7.	University Open	5	4.2%
8.	Polytechnic Makassar Health	7	5.8%
9.	STIEM Bongaya	13	10.8%
10.	Stikes Panakkukang	2	1.7%
11.	Stiki Indonesia	1	0.8%
13.	ITB Nobel	12	10%
14.	PIP Makassar	2	1.7%
Total		**120**	**100%**

Source: Data Primary Which processed, 2024

Based on the table above, the respondents were from 14 different campuses in Makassar City. The majority of respondents who completed the questionnaire came from Makassar State University (23 respondents, representing 19.2%). Then, UIN Alauddin Makassar (19.2%) amount to 22 respondents with percentage as big as 18.3% And followed by styem bongaya with percentage as big as 10.8%. Matter This show that activity online shopping dominated by respondents Which originate from Student University Country Makassar.

2. Type Sex

Data type sex from total respondents is as following:

Table 4.2

Profile Respondents Based on Type Sex
Respondents

	Type Sex	**Amount**	**Percentage**
1.	Woman	88	73.3 %
2.	Man	32	26.7 %
	Total	120	100%

Source: Data Primary Which processed, 2024

Based on the table above, the respondents who filled out the research questionnaire were mostly female with a total of 88 respondents with a percentage of 77.3% and male respondents with a total of 32 with a percentage of 77.3%. 26.7%. Matter This show that activity shop on line dominated by people Woman, Because Woman fond of shop with shop online offers convenience and comfort, more interesting for women who have double activities. In this study, female subjects were more dominant than male subjects. man. This Because Woman usually more impulsive

than man. This is in line with previous research by Astari and Widagda, which found that gender Woman more often than man do Impulsive buying (Astari and Widagda, 2014). In their research, Nurlinda and Yuliani also found that men tend to buy based on need, while women more often make purchases accompanied by emotional responses. With a payment system provided, one of which is *Pay* Later (buy now, pay later), *the Shopee e-commerce platform* offers a variety of products and the convenience of installment payments, making it easier for women to find and purchase the products they want . *The Shopee e-commerce platform* often offer attractive promotions and discounts if you make payments with *Pay Later* , which is more attractive to women who like to hunt goods cheap And easy obtained although currently No have money at that time.

3. Year Born

Generation Z generally refers to individuals born after Generation Y (Millennials). By general consensus, Gen Z includes those born between 1997 and 2000. The following is the respondent age data:

Table 4.3

Profile Respondents Based on Year Born
Respondents

No.	Year of Birth	Amount	Percentage
1.	1997- 2000	30	25%
2.	2001- 2004	44	36.7%
3.	2005- 2008	31	25.8 %
4.	2009- 2012	15	12.5%
Total		120	100 %

Source: Data Primary Which processed, 2024

Based on the table above, it can be seen that the respondents who were sampled in study This dominated by respondents Which own year birth 2001-2004, namely 44 respondents with a percentage of 36.7%, then followed by the birth years 2005-2008, namely 31 respondents with a percentage of 25.8%. There were 30 respondents who were born between 1997-2000 percentage 25%. As for respondents Which born stretched year 2009-2012 totaling 15 respondents from 120 total respondents who filled out the questionnaire with a percentage of 12.5%.

Based on matter the can concluded that respondents generation Z Those born between 2001 and 2004, or between the ages of 20 and 23, have

a strong sense of curiosity and a passion for experimenting with online shopping. This is especially true given the ease and convenience of online shopping, which is particularly appealing to Generation Z, who thrive on a fast-paced lifestyle. *The Shopee platform* offers easy payment options with its *Pay Later system* , allowing Generation Z to find the products they desire more easily. *The Shopee e-commerce platform* often offers more competitive prices compared to other platforms. shop physique If use system payment like *Pay Later* , which appeals to Generation Z who want to save money. Generation Z is highly influenced by reviews and discounts before purchasing a product.

4. Work.

Generation Z students in Makassar City demonstrate extraordinary adaptability in navigating the dynamics of modern life. They come from diverse backgrounds. And challenge Which faced, they depend on creativity And independence for look for income. Table following describe various type student work Gene Z in City Makassar:

Table 4.4

Profile Respondents Based on Level Work

No	Work	Amount	Percentage
1.	Student Full Time	60	50%
2.	Student Work Part time	27	22.5 %
3.	Student Businessman	33	27.5%
	Total	**120**	**100 %**

Source: Data Primary Which processed, 2024

Based on the table above can interpreted That respondents who carry out online shopping activities in Makassar city are Generation Z with a work background as full-time students, amounting to 60 respondents out of a total of 120 respondents with a percentage of 50%. Next are respondents from a part-time student background, 27 respondents. with a percentage of 22.5%. Then, there were 33 Generation Z respondents with a background as entrepreneurial students with a percentage of 27.5%.

Based on matter it can be concluded that The majority of the respondents' work backgrounds in this study were respondents from generation Z students, this shows that convenience, *flexibility,* product

variety, price, shopping experience, habits, lifestyle, and access is factors main Which push domination shopping online among students

5. Frequency Purchase

Shopee not only offers easy shopping, but also various promotions interesting like discount, free shipping costs, And feature payment flexible like Shopee PayLater. Hal This push increasing generation interest young For transact Online. Purchase frequency on Shopee is an important indicator in understanding their consumption patterns, both for daily needs and lifestyle. The following table shows data on student purchase frequency:

Table 4.5

Profile Respondents Based on Frequency Purchase

No.	Purchase	Amount	Percentage
1.	1-2 time	28	23.3 %
2.	3-5 time	39	32.5 %
3.	> 5 time	53	44.2 %
	Total	**120**	**100 %**

Source: Data Primary Which processed, 2024

Based on table 4.7, of the 120 respondents in this study, the majority of respondents with a purchase frequency of more than 5 times in one month on Shopee were 53 respondents with a percentage of 44.2% and 39 respondents with a purchase frequency of 3-5 times in one month. times per month with percentage by 32.5%. Furthermore, there were 28 respondents with a purchase frequency of more than 1-2 times per month, representing 23.3%. Based on the frequency of online purchases or shopping in Makassar City, it is relatively stable, as the majority of respondents regularly purchase online more than five times per month.

B. Testing Quality Data Through Outer Model (Measurement)

1. Validity Test

Convergent Validity

Convergent validity consists of two tests, namely *outer loadings and AVE* values . Convergent *validity* from *measurement model* with indicator reflexive can seen from the value factor in on 0.5 with construct Which want

to measured, mark outer loading between 0.5 – 0.6 is considered sufficient. Thus, individual indicators are considered valid if they have a factor *loading value* above 0.5.

1) *Outer Loading*
   Outer loading is one of the indicators used in measurement model analysis to evaluate the validity of the indicators against their constructs. The outer loading value reflects the extent to which the indicators in a latent variable capable represent construct In the context of study In this case, outer loading is used to assess the relationship between indicators such as lifestyle, income, literacy finance, And its influence to behavior consumptive and the religiosity of Generation Z students in Makassar City.

Based on *Outer Loading* Test Results about results outer loading can understood that all variables, namely the variables *Life Style, Income, Financial Literacy, Religiosity* and Consumptive Behavior, are stated to have fulfilled *convergent validity* , this can be seen from the fulfillment of *convergent validity* of each indicator contained in each variable where the total number of indicators is 44 and all of them have been stated to fulfill *convergent validity.* (Gio, 2022).

2) *AVE*

Hair (2010) stated that if a model has an AVE value above 0.5 then the model is categorized as having convergent validity.

Table 4.7

Mark *Average Variance Extracted* (AVE)

	Average variance extracted (AVE)
Life Style	0.525
Income	0.553
Financial Literacy	0.590
Religiosity	0.609
Behavior Consumptive	0.594

Source: Data processed Smart Partial Least Square (Smart (PLS) 4.0.

Based on table on can understood that mark AVE For all variables are above 0.5 so it can be concluded that all variables meet *the validity convergent*

Because own mark *loading factors above* > 0.5 And mark AVE > 0.5. From the author's perspective, this indicates that the measurement construct used in this study is strong enough to capture student consumer behavior, lifestyle , financial literacy, and the influence of *Pay Later service usage.* Winanda, Syahza & Asmit (2025) emphasized that financial literacy has a negative effect on consumer behavior but can still be measured with valid indicators that have an EVE > 0.5, indicating similarities in the methodology for measuring financial variables among students.

Discriminant Validity

a) *Cross Loading*

Cross-loading is a method for evaluating whether an indicator is stronger on its own construct than on another construct. In this study, this method was used to ensure discriminant validity, specifically in measuring variables such as lifestyle, income, financial literacy, religiosity, and consumer behavior of Generation Z students in Makassar City.

the Cross Loading test , each indicator has the highest factor loading on its own construct compared to other constructs. This indicates that each latent variable has good discriminant validity, as the correlation of the indicator with its construct is higher than with other constructs.

2. Test Reliability (Composite Reliability)

Reliability testing is a crucial step in measuring the consistency and reliability of a research instrument. A reliable instrument will produce consistent results when used repeatedly under the same conditions. In the context of this research, reliability testing was conducted to ensure that the indicators used to measure variables such as lifestyle, financial literacy, and religiosity can produce stable results. And can trusted. Table following serve results test reliability Which measure the level of internal consistency between the items in each construct in this study.

Tabel 4.9

Nilai *Composite Realibility*

Uraian	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Lifestyle	0.887	0.895	0.908	0.525
Income	0.899	0.906	0.917	0.553
Literasi Keuangan	0.913	0.917	0.928	0.590
Religiusitas	0.892	0.897	0.916	0.609
Consumer Behavior	0.923	0.928	0.936	0.594
Literacy Finance	0.913	0.917	0.928	0.590
Religiosity	0.892	0.897	0.916	0.609
Behavior Consumptive	0.923	0.928	0.936	0.594

Source: Data processed Smart Partial Least Square (Smart (PLS) 4.0.

Based on the table above, it can be seen that all constructs have a *Cronbach's Alpha value* > 0.7, so it can be said that all constructs are *reliable* . This indicates that all variables in this research model have *internal consistency reliability* . Based on the previous tables, it can be concluded that this study has good convergent validity, good *discriminant validity , and* good *internal consistency reliability* .

High reliability indicates that the research instrument is able to measure student consumer behavior, lifestyle , financial literacy, and *Pay Later usage* with sufficient consistency. A high *Crobach's alpha value* , for example, 0.82 for the lifestyle variable, confirms that all measurement items support each other and there is no inconsistency in respondents' answers. Other studies also confirm that the lifestyle construct and digital payment system are proven reliable and valid, so the results of the influence of these variables on consumer behavior can be trusted. (Siregar, 2025)

3. Testing Model Structural (Inner Model).

The relationship between variables can be seen through testing the structural model *(inner model)* as well as see mark significant And R-Square in model study. In this model, it is evaluated using R-Square for the dependent construct of the T-test, significance and coefficient of structural path

parameters which begins by looking at *R-Square* for every variables latent dependent. Results table R-Square can be displayed as follows:

Tabel 4.10
R-Square

	R-square	**R-square adjusted**
Perilaku Konsumtif	0.632	0.620
Religiusitas	0.409	0.393

Sumber: Data olahan Smart Partial Least Square (Smart PLS) 4.0.

Based on table on can explained that, mark *r square* For The *Religiosity* variable is 0.409. This means that 40% of *Religiosity* is influenced by the variable *Life Style, Income, Financial Literacy* , the rest 60% influenced by factor other outside study This. More carry on explained that, *r* value *square* For *The Consumptive Behavior* variable is 0.632. This means that 63% of Consumptive Behavior is influenced by *the Lifestyle, Income, and Financial Literacy variables,* while the remaining 37% is influenced by by factors other than research this. After seeing the value R-Square calculations also need to be carried out to obtain the *Q-Square value* with the aim of measuring how much Good mark observation Which produced by model And Also parameter estimation (Japrianto & Felita, 2015). The value This R-Square confirms the relevance of Lifestyle, Income, and Financial Literacy factors as predictors of consumer behavior and religiosity. In other words, students with different lifestyles, incomes, and financial literacy levels will show significant differences in their levels of consumerism and religiosity. This is consistent with the findings of Zahara et al. (2025) who emphasized the influence of lifestyle and financial literacy on student consumer behavior, and Winanda et al. (2025) who highlighted the relationship between financial literacy and managing religious and consumer behavior. The larger *the Q Square* value , the closer it is to 1, the greater the mod...

$$Q - Square = 1 - [(1 - R21)(1 - R22)]$$

$$= 1 - [(1 - 0.632)(1 - 0,409)] \quad 0,368x0,591: 0,21748$$
$$= 0,782$$

Based on these results, the Q Square value obtained shows that the large diversity of data can be explained from the research that has been carried out. is as big as 78.2% And the rest 21.8% explained by factor other outside the research.

Siregar, Nasution & Marliyah (2025) used the Q-Square as an indicator of predictive validity and found that a Q-Square value >0.7 indicates a reliable model and is able to explain student behavior empirically, in line with the results of this study. Similarly, research conducted by Zahara et al. (2025) found that the combination of lifestyle and financial literacy was able to explain more than 70% of the variation in student consumptive behavior, supporting the high Q-Square findings in this study.

4. CONCLUSION

Based on the results of the research analysis, it can be concluded that *Lifestyle* and *Income* have a positive and significant effect on religiosity and consumer behavior of Gen Z Muslim students in Makassar City, while *Financial Literacy* has a positive influence on consumer behavior but is not significant on religiosity. This indicates that modern lifestyle and income levels of students are important factors in shaping consumer behavior, while influencing their level of religiosity directly and through consumer behavior as a mediating variable. In addition, religious behavior still plays a role in moderating consumer behavior, although it does not completely suppress consumer tendencies in the digital era. This finding confirms that Generation Z as digital consumers has a tendency to be driven to make impulsive purchases through pay later services, but still needs spiritual guidance to maintain a balance between worldly consumption and religious responsibilities.

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