

INTISARI

Era digital membawa peningkatan penggunaan layanan keuangan berbasis teknologi seperti paylater di kalangan generasi muda, termasuk mahasiswa. Rendahnya literasi keuangan dan tingginya pola konsumsi impulsif berpotensi memicu akumulasi utang yang tidak terkendali. Penelitian ini menganalisis perbedaan karakteristik penggunaan dan non-pengguna layanan *paylater* pada mahasiswa Universitas Gadjah Mada berdasarkan demografi, literasi keuangan, pengalaman berinvestasi, dan preferensi keuangan, menggunakan metode survei terhadap 128 mahasiswa FEB dan Non-FEB. Hasil analisis menunjukkan bahwa mahasiswa pengguna *paylater* umumnya memiliki literasi keuangan rendah, preferensi keuangan *loss aversion*, pendapatan rendah, dan tidak memiliki pengalaman berinvestasi, sementara mahasiswa non-pengguna cenderung memiliki literasi keuangan tinggi, preferensi *risk aversion*, pendapatan lebih tinggi, dan pengalaman berinvestasi. Faktor demografi seperti usia, gender, dan lama studi tidak dapat membedakan antara penggunaan dan non-pengguna layanan *paylater*.

Kata kunci: *paylater*, literasi keuangan, demografi, preferensi keuangan, pengalaman berinvestasi, mahasiswa

ABSTRACT

The digital era has led to an increase in the use of technology-based financial services such as paylater among young people, including university students. Low financial literacy and high levels of impulsive consumption pose a risk of uncontrollable debt accumulation. This study analyzes the characteristics of paylater users and non-users among Universitas Gadjah Mada students based on demographic characteristics, financial literacy, investment experience, and financial preferences, using survey data from 128 students from both FEB and Non-FEB faculties. The analysis reveals that paylater users generally exhibit low financial literacy, loss aversion financial preferences, low income, and lack of investment experience, whereas non-users tend to have high financial literacy, risk aversion financial preferences, higher income, and investment experience. Demographic factors such as age, gender, and study duration do not distinguish between paylater users and non-users.

Keywords: paylater, financial literacy, demographics, financial preferences, investment experience, students