THE INFLUENCE OF FINTECH PAYMENT, FINANCIAL LITERACY, AND LIFESTYLE ON FINANCIAL MANAGEMENT OF SHOPEE PAYLATER USERS IN PONTIANAK CITY WITH INCOME AS A MODERATING VARIABLE

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Abstract. In an increasingly advanced digital era, technological innovations continue to develop, especially in payment systems. The use of financial technology (fintech) is growing, especially in urban areas such as Pontianak City. One of the most prominent innovations from fintech is the PayLater feature. From the phenomena that arise related to the widespread use of the PayLater feature, the purpose of this study is to examine the effect of Fintech Payment, Financial Literacy, and Lifestyle on the financial management of Shopee Paylater users in Pontianak City, with income as a moderating variable. This research uses associative methods and quantitative approaches. The data were analyzed using Moderated Regression Analysis (MRA) with SPSS software after being collected from 150 respondents through a questionnaire. The calculation results for Equation 1 are as follows: Y = 26,886 + (1,049 x 5) + (1,362 x 4) + (3,076 x 3) = 46,807. These results indicate that the financial management score derived from the direct influence of Fintech Payment, Financial Literacy, and Lifestyle is 46.807. The calculation results for Equation 2 are as follows: Y = 26.886 + (1.049 x 5) + (1.362 x 4) + (3.076 x 3) + (2.027 x 6) + (0.039 x 5 x 6) + (0.061 x 4 x 6) + (0.114 x 3 x 6) = 63.655. This result shows that the financial management score, after considering the effect of income (Z) and its interaction with Fintech Payment, Financial Literacy, and Lifestyle, is 63.655. These results indicate that the financial management score, after considering the effect of income (Z) and its interaction with Fintech Payment, Financial Literacy, and Lifestyle, is 63,655. The results of this study indicate that Fintech Payment, Financial Literacy, and Lifestyle show positive and significant results on Financial Management directly. The results of the influence of Fintech Payment, Financial Literacy, and Lifestyle which are moderated as moderating variable also get the result that income can moderate positively and significantly on financial management.

Keywords: fintech payment; financial literacy; lifestyle; income; financial management.

I. INTRODUCTION

In the era of rapid digital advancement, technological innovations are continuously evolving, particularly in payment systems. Digital transformation is accelerating, expanding the acceptance of digital technology within society, and encouraging the involvement of both government sectors and the public in utilizing this technology. These technological developments are evident across various sectors, including the financial services sector. One of the innovations emerging in the financial sector is Financial Technology (fintech). Fintech is the evolution of information technology and financial services, enabling transactions to be carried out quickly without being hindered by distance [1]. With the presence of fintech, financial transactions have become easier. Using only smartphones, users can make non-cash payments anytime and anywhere.

When fintech first entered Indonesia, it made public transactions more practical. Fintech changed the method of transactions from relying on cash to adopting digital payments. This can be evidenced by data from Bank Indonesia (BI), which recorded a significant increase in electronic money transactions, reaching IDR 366.3 trillion in 2023. In the first six months of 2024, electronic money transactions had already reached IDR 303.0 trillion. These figures from Bank Indonesia highlight the continuous growth of financial digitalization due to the widespread adoption of financial technology [2].

The use of financial technology (fintech) is further expanding, particularly in urban areas such as Pontianak City. As the capital of West Kalimantan Province, Pontianak spans an area of 107.82 km², divided into six districts and 29 sub-districts. According to data from the Population and Civil

Registration Office of Pontianak City (2024), the total population of Pontianak reached 682,896. With such a significant population and an increasing awareness and understanding of the importance of digital technology, Pontianak possesses substantial potential to support the growth of fintech services. This potential is evident in the rising number of MSMEs adopting cashless payment systems. These non-cash payment systems are further supported by the use of the Quick Response Code Indonesian Standard (QRIS). Cashless transactions facilitate the public in conducting transactions without the need to carry cash.

Fintech provides digital payment services, offering efficiency and flexibility for various transactions, both online and offline. Payment services include e-wallets, bank transfers, paylater systems, and QR codes, which have become primary choices for payments. Among these, digital payment services dominate as the most significant and impactful in Indonesia. Below is the data showing the percentage of payment transaction methods used in Indonesia in 2023.

Table 1. 1
Percentage of Payment Transaction Methods in Indonesia in 2023

Payment Method	Persentase (%)
E-wallet	80
Virtual account	60
Bank Transfer	55
Cash/COD	55
Paylater	32
QR Code/QRIS	31
Retail Outlets	22
Debit installments	12
Credit Cards	9

Source: www. East Ventures, 2025

As shown in Table 1.1, the data on the total usage of both digital and non-digital payment transaction methods reveals that e-wallets are the most popular digital payment method, with usage reaching 80%. Fintech has introduced various innovations that simplify public access to financial services, gradually leading society to shift from cash to non-cash payments.

One of the most notable innovations is the PayLater feature. PayLater is a fintech service offering a credit system that allows users to shop without making immediate payments. PayLater operates on a "buy now, pay later" principle, enabling users to make purchases without upfront payments [3]. This service provides a valuable financial solution, especially for individuals needing financial flexibility in urgent situations or specific needs. With this feature, users can conveniently complete transactions and pay later, either in full or through installment systems. This service, as part of financial technology (fintech), has certainly facilitated financial transactions for the public [3]. There are many applications that offer the paylater feature, the diversity of application choices that provide this paylater feature shows the high adoption of PayLater services to support the financial needs of modern society.

Several applications now offer PayLater features, reflecting the increasing adoption of this service to meet the financial needs of modern society. Among these, Shopee PayLater stands out as one of the most widely used options. As Southeast Asia's largest e-commerce platform, Shopee has a substantial number of active users, making Shopee PayLater a significant influence on consumer behavior. This service offers easy access to flexible credit systems without requiring a credit card, thereby promoting financial inclusion for individuals not served by traditional banking systems. The high popularity of Shopee PayLater also reflects how financial technology has adapted to meet the needs of society, while also becoming a relevant object of study to understand its impact on consumer behaviour and individual financial management.

Tabel 1. 2
Most Frequently Used PayLater Services in Indonesia in 2023

Layanan Paylater	Persentase (%)
Shopee Paylater	89
GoPay Later	50
Kredivo	38
Akulaku Paylater	36
Traveloka Paylater	27
Home Kredit	16
Indodana Paylater	13
Atome	5
Lain-lainnya	2

Source: databoks.katadata.co.id, 2025

As shown in Table 1.2, Shopee PayLater dominates as the most widely used PayLater service in Indonesia, with an 89% user share. This highlights its significant popularity, far surpassing its competitors.

Currently, managing finances effectively is crucial, especially in the era of digital payment technology that offers convenience. With wise financial management, not only can efficiency and security be maintained, but it can also ensure good financial sustainability for the future. This way, both daily needs and future important desires can be met. Managing finances should start with understanding one's financial condition, as well as exercising self-control in managing monthly income so that a portion can be saved before being used for daily needs and wants.

One of the factors that can create challenges in managing personal finances is the use of fintech payment, particularly digital payments. The convenience offered by this technology, such as fast transactions via smartphones without needing to visit physical locations, has supported the efficient fulfillment of financial needs. However, the instant nature of digital payments often encourages consumer behavior, especially when combined with the appeal of discounts and free shipping offered by online shopping platforms.

Additionally, a lack of financial literacy can affect individuals in managing their finances. Often, individuals tend to spend money without planning for future investments. Therefore, financial literacy is important for every individual to ensure they have awareness, knowledge, skills, attitude, and behavior to improve decision-making and financial

management in order to achieve financial well-being. Based on a survey conducted by the Financial Services Authority (OJK), the financial literacy index of Indonesia is as follows.

Tabel 1. 4
Financial Literacy Index Based on Age in Indonesia 2024

Occuption	Literacy Index (%)
Employee	83,22
Entrepreneur	78,32
Homemaker	64,44
Other Occuptions	60,21
Farmer/Fisherman/Farmer/Craftsman	57,97

Source : www. OJK, 2025

The higher the financial literacy percentage, the better an individual's ability to understand and manage finances effectively. Conversely, low financial literacy can make it difficult for individuals to manage their finances, potentially leading to financial problems.

A lifestyle that is not aligned with financial capabilities can also have negative impacts, particularly on an individual's financial health. Lifestyle encompasses daily habits reflected in various activities, interests, as well as financial management and time management that reflect personal values and priorities. Lifestyle is a behavioral pattern that reflects one's preferences, expressed through psychographic aspects [4]. It is often closely linked to social pressure and media that push individuals to maintain a certain standard of living, which may not be in line with their financial condition, especially among women. This is often seen in the consumption of products related to fashion, beauty, and social lifestyle.

Challenges in financial management often arise, one of which is the uncontrolled use of paylater services. This habit can impact the financial stability of users, such as accumulating installments, lack of savings, and no emergency funds available. Using paylater without control can lead to negative effects such as excessive consumer behavior, impulsive purchases, and the possibility of facing long-term financial problems [5]. Therefore, good financial management behavior is necessary to anticipate the risks posed by using paylater services. An individual's financial management behavior is influenced by various factors, one of which is the level of financial literacy. Good financial literacy can help individuals understand how to manage money wisely, avoid consumerist behavior, and ensure more planned financial management.

The purpose of this study was to see the effect of "The Influence of Fintech Payment, Financial Literacy, and Lifestyle on Financial Management of Shopee Paylater Users in Pontianak City with Income as a Moderating Variable".

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is a theory used to predict and understand an individual's intentions and behavioral changes [6]. This theory mentions background factors that can influence a person's intentions and behavior. Individual factors include outlook on life, attitudes, personality, intelligence, and emotions; social factors, such as education, income, gender, age, religion, and ethnicity; and informational factors, such as media, knowledge, and experience [7]. According to the Theory of Planned Behavior, there are three types of beliefs: behavioral beliefs, normative beliefs, and control beliefs. These three beliefs relate to attitudes, subjective norms, and perceived behavioral control [6]. This suggests that each belief links behavior to specific attributes, which could be outcomes, normative expectations, or the resources needed to perform the behavior.

Fintech Payment

Fintech Payment refers to financial innovations in the online payment system that use electronic wallets or digital money to expedite and secure digital transactions [8]. Fintech Payment enables users to independently access services from certain financial institutions, with flexibility tailored to the needs and convenience of each user [9]. Fintech Payment services allow customers of financial institutions to make independent payments while still ensuring customer convenience [10]. It can be concluded that Fintech Payment is a system or technology that uses digital advancements to facilitate financial transactions such as payments, money transfers, and more quickly, securely, and efficiently through online platforms or mobile apps. The goal of fintech payment is to simplify access to financial services for individuals and businesses. The indicators in Fintech Payment are convenience, ease of access, and benefits [11].

Financial Literacy

Financial literacy is an individual's ability to manage funds wisely, allowing them to grow and support the achievement of future well-being [12]. Another definition of financial literacy is a person's ability to manage their finances effectively, which aims to avoid financial problems due to "trade-offs," which occur when individuals must choose between different needs due to limited financial resources [13]. Financial literacy is the intelligence and ability of an individual to manage their finances effectively to achieve stability and financial well-being [14]. It can be concluded that financial literacy is the ability of an individual to manage their finances wisely, whether they have little money or need to make choices to meet their needs, with the hope of achieving stability and prosperity in the future. Indicators that can be used to measure financial literacy include basic financial knowledge, savings and credit, investments, and insurance [15].

Lifestyle

Lifestyle is defined as a person's way of life reflected in their activities, interests, and opinions. It describes how individuals allocate their time, what they consider important, and their views on the world around them [16]. Lifestyle is the way a person expresses their way of life through activities, interests, and opinions, and generally refers to the daily activities someone engages in or how they relate to everything around them [17]. Lifestyle often functions as an identity and a symbol of social status, seen in a person's tendency to follow fashion trends as an important part of fulfilling their life needs [18]. It can be concluded that a person's lifestyle reflects their way of life through their activities, interests, and perspectives on the world, while also serving as an identity and a symbol

of social status, often demonstrated by their tendency to follow trends to fulfill their life needs. The indicators for measuring lifestyle include AIO (Activity, Interest, and Opinion) [18].

Financial Mangament

Financial management refers to the planning, analysis, and control related to various financial activities [19]. Everyone should be able to manage their finances, as this will impact their quality of life and financial stability [20]. Individuals who can manage their finances well throughout their lives will be more effective in utilizing the money they have [21]. It can be concluded that financial management encompasses the planning, analysis, and control of various financial activities, playing a crucial role in determining an individual's quality of life and financial stability. Those who manage their finances well throughout their lives will be more effective in utilizing their resources. The indicators for measuring financial management include fund usage, determining the source of funds, risk management, and future planning [22].

Income

Income can come from various sources, such as wages from employment, or it may come from those considered responsible for an individual's daily needs, such as the income of both parents [23]. Another definition states that income is an individual's ability to earn money to meet their needs and manage it effectively [24]. Income is the amount of money received by an individual after working at a place for a certain period, which can then be considered as the total amount of money that person receives [25]. Therefore, it can be concluded that income is the total amount of money received by an individual from employment or other sources over a specific period. Indicators for measuring income include monthly earnings, occupation, and the family burden carried [23].

II. RESEARCH METHOD

This study employs an associative approach, as stated by [26]: "Associative refers to questions that explore the relationship between two or more variables." The variables in this research aim to examine the relationship between Fintech Payment, Financial Literacy, and Lifestyle, with Financial Management as the dependent variable and Income as the moderating variable. The population of this study consists of residents of Pontianak City who use Shopee PayLater and are employed. According to [27], the population in research refers to the entire data source or research subjects from which data will be obtained. The total number of respondents in this study is 150. The sampling technique used is purposive sampling. According to [28], "Purposive sampling is a technique for selecting samples based on specific considerations." The criteria for selecting samples in this study are as follows:
1. Individuals who are employed and have a stable income.
2. Individuals who use Shopee PayLater.

The data in this study consist of primary data. Primary data refers to data collected directly by the researcher from the first source or the research site [29]. The primary data were obtained through a questionnaire distributed to active

university students in Pontianak City. A questionnaire is a data collection technique that allows researchers to study the attitudes, beliefs, behaviors, and characteristics of key individuals in an organization, which may be affected by an existing or proposed system [29]. The measurement scale used in this study is the Likert scale. To test the research instruments for the variables Fintech Payment (X1), Financial Literacy (X2), Lifestyle (X3), and Financial Management (Y), validity and reliability tests were conducted. Validity testing assesses the extent to which respondents understand the questions posed by the researcher [26]. A validity test is conducted using the criterion that an instrument is considered valid if the calculated r-value (r-count) is greater than the critical r-value (r-table). Reliability testing, on the other hand, evaluates the consistency of respondents' answers [26]. The reliability of research data is measured using the Cronbach's Alpha test, where an instrument is deemed reliable if the Cronbach's Alpha value exceeds 0.60. After conducting the instrument tests, the researcher performed classical assumption tests, starting with the normality test. The normality test assesses whether the independent and dependent variables are normally distributed [26]. The normality of the data was tested using the Kolmogorov-Smirnov (K-S) test. The decision-making criterion for the Kolmogorov-Smirnov (K-S) test states that if the significance value is greater than 0.05, the data are normally distributed. The next test is the linearity test, which aims to determine whether the average values derived from sample data fall on a straight line [26]. The Test of Linearity is conducted at a 0.05 significance level. The independent and dependent variables are considered linearly related if the significance value is less than 0.05; otherwise, they are considered non-linear if the significance value is greater than 0.05. The final classical assumption test is the multicollinearity test, which examines whether there is correlation among independent variables in the regression model [30]. A good regression model should not exhibit multicollinearity. Multicollinearity is detected using the Variance Inflation Factor (VIF) method, where an instrument is considered free from multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10.

The data analysis technique used in this study is Moderated Regression Analysis (MRA) using SPSS 25 software. The purpose of the moderating variable is to determine whether it strengthens or weakens the influence of independent variables on the dependent variable [30]. The results of the moderation test indicate that Fintech Payment (X1), Financial Literacy (X2), and Lifestyle (X3) influence Financial Management (Y), with Income (Z) serving as a moderating variable in the context of Shopee PayLater users in Pontianak City. The moderation hypothesis is accepted if the moderating variable has a significant effect on the dependent variable. This can be determined by analyzing the regression coefficient or beta (β) value resulting from the interaction effect or multiplication of the independent variable and the moderating variable on the dependent variable. The next analysis is the Determination Coefficient Analysis. The determination coefficient is a value that indicates or measures

the contribution of one or more independent variables (X) to the dependent variable (Y) [29]. The determination coefficient (R^2) essentially measures how well the model explains variations in the dependent variable. The R^2 value ranges from zero to one. A low R^2 value indicates that the independent variables have a limited ability to explain the dependent variable. Next is the Simultaneous Effect Test (F-Test). The F-test, also known as the simultaneous significance test, is used to assess whether all independent variables included in the model collectively impact the dependent variable [30] . The decision rule for the F-test in this study is that if the significance value is greater than 0.05, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_1) is rejected. The final test is the Partial Effect Test (t-Test). The t-test evaluates how significantly an individual independent variable explains variations in the dependent variable [30]. The t-test is used to assess the partial effect of each independent variable, with the testing criterion being that if the significance value is greater than 0.05, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_1) is rejected.

II. RESULT AND DISCUSSION
Instrument Test
Validity Test

The validity test is conducted to determine the level of validity of the statement items in the research questionnaire. The validity test is performed by correlating the scores of all item statements or questions, and then comparing the test results (calculated r) with the table r value. The results of the validity test for all research variables can be seen in Table 1 below.

TABLE 1
VALIDITY TEST RESULT

Variabel	Indicator	r count	r table	Description
Fintech Payment (X1)	X1.1	0,809		
	X1.2	0,817		
	X1.3	0,833		
	X1.4	0,823	0,160	Valid
	X1.5	0,843		
	X1.6	0,823		
	X1.7	0,821		
Financial Literacy (X2)	X2.1	0,824		
	X2.2	0,813		
	X2.3	0,811		
	X2.4	0,818		
	X2.5	0,822	0,160	Valid
	X2.6	0,761		
	X2.7	0,795		
	X2.8	0,843		
Lifestyle (X3)	X3.1	0,811		
	X3.2	0,815		
	X3.3	0,831		
	X3.4	0,809	0,160	Valid
	X3.5	0,844		
	X3.6	0,811		
	Y1	0,849	0,160	Valid
	Y2	0,804		

	Y3	0,802		
Financial Management (Y)	Y4	0,830		
	Y5	0,818		
	Y6	0,808		
	Y7	0,839		
	Y8	0,857		
Income (Z)	Z1	0,788		
	Z2	0,839		
	Z3	0,821	0,160	Valid
	Z4	0,808		
	Z5	0,828		
	Z6	0,853		

Sourse: Processed Data, 2025

Based on Table 1 above, it can be observed that the results of the validity test for all research variables, namely Fintech Payment (X1), Financial Literacy (X2), Lifestyle (X3), Income (Z), and Financial Management (Y), show a calculated r value greater than 0.160 (calculated r > table r). Therefore, it can be stated that the data is valid.

Reability Test

The reliability analysis for the variables in this study demonstrates high internal consistency across all constructs. The Cronbach's Alpha values are above the recommended threshold of 0.7, indicating that the items used to measure each variable are reliable. The results of the Reliability Test for all research variables can be seen in Table 2 below.

TABLE 2
REABILITY TEST RESULT

Variabel	Cronbach's Alpha	Description
Fintech Payment (X1)	0.921	
Financial Literacy (X2)	0.926	
Lifestyle (X3)	0.903	reliable
Financial Management (Z)	0.933	
Income (Y)	0.905	

Source: Processed Data, 2025

Based on Table 2 above, it can be seen that the Cronbach's Alpha values for the variables Fintech Payment (X1), Financial Literacy (X2), Lifestyle (X3), Income (Z), and Financial Management (Z) are all greater than 0.70. Therefore, it can be concluded that all the items used to measure the variables Fintech Payment (X1), Financial Literacy (X2), Lifestyle (X3), Income (Z), and Financial Management (Y) are reliable.

Clasical Assumption Test
Normality Test

The method used in this study to measure normality is the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, the normality assumption can be considered satisfied. The results of the normality test for all research variables can be seen in Table 3 below.

TABLE 3
NORMALITY TEST RESULT

Test	Value
N (Sample)	150

Test Statistic (Kolmogorov-Smirnov Z)	.071
Asymp.Sig.(2-tailed)	.060

Source: Processed Data, 2025

The results of the normality test in Table 3 above show a value of 0.060, which is greater than 0.05. Therefore, it can be concluded that the data distribution is normal.

Multicolinearity Test

The results of the multicollinearity test for all research variables can be seen in Table 4 below.

TABLE 4
MULTICOLINEARITY TEST RESULT

Variable	Tolerance	VIF
X1	0.922	1.085
X2	0.540	1.851
X3	0.512	1.945
Z	0.316	3.168
X3M	0.467	2.268
X2M	0.697	1.435
X1M	0. 915	1.093

Source : Processed Data, 2025

Based on Table 4 above, the results of the multicollinearity test show that the tolerance values for the variables (X1) is 0.922, (X2) is 0.540, (X3) is 0.512, (Z) is 0.316, (X3M) is 0.467, (X2M) is 0.697, and (X1M) is 0. 915, all of which are > 0.10. Additionally, the VIF values for the variables (X1) is 1.085, (X2) is 1.851, (X3) is 1.945, (Z) is 3.168, (X3M) is 2.268, (X2M) is 1.435, and (X1M) is 1.093, all of which are < 10.00. Therefore, it can be concluded that no multicollinearity issues exist among the three independent variables.

Linearity Test

The results of the linearity test for all research variables can be seen in Table 5 below.

TABLE 5
LINEARITY TEST RESULT

Variable	Sig
Financial Management* Fintech Payment	0.926
Financial Mangament * Financial Literacy	0.446
Financial Management * Lifestyle	0.789
Financia Management* Income	0.378

Source: Processed Data, 2025

Based on the linearity test criteria according to Ghozali (2018), all independent variables (Fintech Payment, Financial Literacy, Lifestyle) and the moderating variable (Income) have a linear relationship with the dependent variable (Financial Management), as the Sig. values for "Deviation from Linearity" are all greater than 0.05. The regression model used can be considered to meet the linearity assumption.

Hypothesis test

Uji Moderated Regression Analysis (MRA)

Moderated Regression Analysis (MRA) is a regression analysis method used to test the effect of a moderating variable in strengthening or weakening the relationship between independent and dependent variables. In this analysis, three main tests are conducted: the Determination Test (R Square), the F Test, and the T Test, to evaluate the overall strength of the model and the contribution of each variable.

Determination Test

The results of the Determination Test can be seen in Table 6 below.

TABLE 6
DETERMINATION TEST RESULT

Model	R	R Square	Adjusted R Square	Std. Error of the
1	.952[a]	.906	.901	1.86458

Source: Processed Data, 2025

The R Square value of 0.906 indicates that 90.6% of the variability in financial management (YTOTAL) can be explained by the independent variables (X1TOTAL, X2TOTAL, X3TOTAL, ZTOTAL) and their interactions (X3M, X2M, X1M). The remaining 9.4% is influenced by factors outside the model.

F Test

The results of the F Test can be seen in Table 7 below.

TABLE 7
F TEST RESULT

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4733.087	7	676.155	194.484	.000[b]
Residual	493.686	142	3.477		
Total	5226.773	149			

Source: Processed Data, 2025

The results of the F test show a probability value (Sig.) of 0.000, which is smaller than 0.05, with an F value of 194.484. This indicates that the regression model is overall significant and is suitable for analysis.

T Test

The results of the Determination Test can be seen in Table 8 below.

TABLE 8
(T TEST) RESULT

Research Variable	Coefficients	T Statistic	Significance Value
Constant	26.886	7.387	.000
X1 TOTAL	1.049	3.127	.002
X2 TOTAL	1.362	2.678	.008
X3 TOTAL	3.076	4.907	.000
Z TOTAL	2.027	7.942	.000
X3M	.114	5.023	.000
X2M	.061	3.352	.001
X1M	.039	3.089	.002

Dependent Variable: Financial Management

Source: Processed Data, 2025

The results of the t-test indicate that all variables have a significant influence on financial management (YTOTAL), with Sig. values for all variables being less than 0.05. Specifically:

1. X1TOTAL (Fintech Payment) has a significant influence with a coefficient of 1.049 and t-value of 3.127 (Sig. 0.002).
2. X2TOTAL (Financial Literacy) has a significant influence with a coefficient of 1.362 and t-value of 2.678 (Sig. 0.008).
3. X3TOTAL (Lifestyle) has a significant influence with a coefficient of 3.076 and t-value of 4.907 (Sig. 0.000).
4. ZTOTAL (Income) has a significant influence with a coefficient of 2.027 and t-value of 7.942 (Sig. 0.000).
5. X3M (Interaction of Lifestyle and Income) has a significant influence with a coefficient of 0.114 and t-value of 5.023 (Sig. 0.000).
6. X2M (Interaction of Financial Literacy and Income) has a significant influence with a coefficient of 0.061 and t-value of 3.352 (Sig. 0.001).
7. X1M (Interaction of Fintech Payment and Income) has a significant influence with a coefficient t-value of 0.039.

Hypothesis Equation 1: Partial Effect of Indenpendet Variables

1. Fintech Payment

The results show that the use of fintech-based payment technology, individually, has an impact on financial management. This means that users who utilize fintech payment services have better capabilities in managing and organizing their finances. This may be due to the ease of access, transparency, and payment management offered by fintech platforms. The implication is that the use of this technology can promote digital financial literacy and improve the efficiency of daily financial management.

2. Financial Literacy

Financial literacy has an influence on financial management. Although it may seem contradictory, this suggests that a higher level of literacy does not always align with optimal financial management practices, especially if users face a gap between financial.

3. Lifestyle

Lifestyle influences financial management. This means that individuals with a controlled lifestyle, or one that aligns with their financial capacity, tend to have better financial management skills. The implication of this result is that financial management can be improved by fostering a frugal, planned lifestyle that is in line with the income they have.

4. Income

Income has an influence on financial management. This highlights that sufficient income allows individuals to manage their finances more effectively, such as meeting basic needs, paying installments, or saving. The implication is that income stability can be a critical factor in supporting successful financial management.

Hypothesis Equation 2: Partial Effect of Moderating Variables

1. Lifestyle dan Income Interaction

The interaction between lifestyle and income influences financial management. This means that although lifestyle can have an individual impact, when combined with income, an uncontrolled lifestyle or one that exceeds financial capacity can lead to poor financial management. The implication is the need for awareness to align lifestyle with income to maintain financial stability.

2. Financial Literacy dan Income Interaction

The interaction between financial literacy and income affects financial management. This indicates that when financial literacy is combined with stable income, individuals have better capabilities in managing their finances. The implication is that financial literacy, when paired with sufficient income, can enhance the efficiency and effectiveness of financial management, such as through investment or long-term planning

3. Fintech Payment dan Income Interaction

The interaction between fintech payments and income has an impact on financial management. This indicates that while the use of financial technology offers benefits, if users' income is insufficient or poorly managed, it can lead to suboptimal financial management. The implication is that the use of fintech services must be accompanied by prudent financial planning to prevent financial stress.

III. CONCLUSIONS

The results showed that lifestyle, financial literacy, and the use of fintech payments affect the financial management of Shopee PayLater users in Pontianak City. The results of the analysis show that the three components are interconnected and directly affect the way a person manages their finances. Apart from that, income serves as a moderating factor that shows the relationship between financial management, financial literacy, and the use of fintech payments with lifestyle. The results show that good financial knowledge, controlled lifestyle, and stable income enable better financial management. As a result, good financial literacy and a balanced lifestyle can help avoid financial problems despite using fintech services such as Shopee PayLater. It is good to expand the variables studied for further research. For example, it is worth looking at the influence of other variables, such as online shopping habits or psychological influences on the use of fintech services. To get a better understanding of the influence of fintech on society, you can also look at how users' financial management differs by region or demographics. Based on the results of this study, we recommend that platforms like Shopee PayLater and similar ones offer financial literacy-focused training or courses to help users better understand how to manage their money. Conversely, fintech providers are expected to educate and provide features that help customers control spending, such as budget reminders and spending analysis. Users can use financial technology wisely and remain financially stable.

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