



Self-Control and Hedonism: How Generation Z Paylater Users in Bandar Lampung Manage Their Finances

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Abstract. Generation Z is known as the group most familiar with technology, making them more susceptible to using paylater services. Self-control and hedonistic tendencies are assumed to play a role in influencing their financial management behavior. This study aims to examine the relationship between self-control, hedonism, and financial management among paylater users in Bandar Lampung. The research design used was quantitative correlational with 332 participants aged 17–28 years selected through purposive sampling. The results of multiple regression analysis showed that self-control and hedonism had a significant effect on financial management with a significance level of $0.01 < 0.05$. Partially, self-control has a strong positive influence ($p=0.001$) and an effective contribution of 14.9%, while hedonism shows a significant negative influence ($p=0.004$) and an effective contribution of 5.5%. These findings confirm that self-control is more dominant in shaping healthy financial management behavior than hedonism, which tends to have the opposite effect.

Keywords: *financial management; hedonism; self-control*

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Introduction

Advances in science and technology as a result of globalisation are factors that drive change in many aspects of human life. Technological developments, particularly in industry, have shaped people's lifestyles, which are increasingly influenced by the values of consumerism, materialism, capitalism, and hedonism (Kuswadi & Yanuarta, [2024](#)). Lifestyle can be understood as a person's pattern of daily life, which includes how they manage their time and utilise resources, including finances (Setiadi, [2013](#)). Moreover, lifestyle can be understood as a person's pattern of daily life, which includes how they manage their time and utilise resources, including finances (Sumarwan, [2015](#)). The advent of globalisation has also had a major impact on Generation Z, as it has made it easier to obtain information quickly, introduced global culture, increased social awareness of international issues, opened up global employment and education opportunities, and created a more open and interconnected lifestyle between cultures. Based on a study conducted by Katadata Insight Center Zig ([2022](#)), it was recorded that 13.8% of 5,204 respondents used *paylater* services, with Gen Z dominating usage at 9.7%, even though they had incomes below the Regional Minimum Wage.

Based on the results of preliminary interviews conducted by researchers, it was found that Generation Z (Gen Z) shows a tendency towards consumptive behaviour and a certain lifestyle. This phenomenon occurs because Gen Z tends to spend money more easily, especially when transactions are practical and instant. They often purchase products solely to follow trends developing on social media, which ultimately triggers hedonistic behaviour through online shopping. In general, Gen Z with relatively standard or below-average incomes show an inability to manage their finances effectively, resulting in spending patterns that are not balanced with their income. Although a number of previous researchers have discussed the consumptive behaviour of *paylater* users among Gen Z, such as studies on financial literacy and lifestyle with self-control moderation (Hilwana, [2025](#)), there are still very few studies that simultaneously examine the role of self-control and hedonism in the context of *paylater* service usage. In addition, no research has been found that specifically addresses this phenomenon among Gen Z in Bandar Lampung City.

Generation Z (Gen Z) is a generation that has grown and developed alongside technological advances since its inception (Awalia & Zulkarnaini, [2025](#)). Their lives are greatly influenced by the presence of technology and the internet, including in terms of parenting patterns, which are greatly aided by the development of digital technology in this modern era. Gen Z, who were generally born between 1997 and 2012 (Arum, [2023](#)), is a generation that has never experienced life without information technology and internet access, thus forming distinctive characteristics in interacting, learning, and living their daily lives. For them, technology and the

internet are not merely novelty items but an integral part of their daily lives. Gen Z's lifestyle is influenced by social media, which promotes consumerist patterns and the ease of online shopping. The pressure to follow trends and low financial literacy further reinforce this consumptive behaviour (Restike, [2024](#)). Gen Z tends to utilise *paylater* services as a practical solution to meet their needs or desires, mainly due to the ease of access, quick process, and convenience of payment methods provided by these platforms, such as digital financial applications like *OVO*, *Gopay*, *Dana*, and other digital wallets (Kurniawan, [2025](#)).

Currently, digital financial applications like *e-wallets* offer *paylater* features, which allow users to obtain goods or services first with the obligation to pay later, either through an instalment system or at a specified time (Pranata & Wildana, [2025](#)). This service significantly simplifies access to credit without requiring a credit card, through a quick process and relatively simple requirements, making it appealing to modern society, particularly Generation Z who are familiar with digital transactions (Fernando, [2024](#)). Novendra & Aulianisa ([2020](#)), also state that the amount of funds available on *paylater* services is generally more limited than credit cards, as this system relies on cooperation between service providers and financial institutions that handle bill payments for users who are registered members. To be able to use *paylater* services, users are required to first complete a registration process by attaching personal identification data, including personal photos and official documents (Amatulloh et al., [2024](#)).

As a generation that grew up in the digital age, Gen Z is known for having a practical lifestyle and a tendency to be consumptive (Ameliya et. al, 2025). These characteristics encourage them to utilise digital financial services such as *paylater*, which offer convenience when making transactions. However, *paylater* services that provide transaction convenience, when used without proper management, can lead to various financial problems (Nurfitri et. al, [2025](#)). Therefore, it is important for users, especially Gen Z, to align their use of *paylater* services with their financial circumstances. In this context, self-control in utilising the service is an effort that can be made to achieve more prudent financial management (Rachmayani, [2015](#)).

Especially for Gen Z users of *paylater*, the ability to manage finances is important so that the use of these services remains under control. In this case, the concept of Financial Management Behaviour is relevant because it reflects an individual's ability to wisely regulate and manage their daily finances (Amri et. al, [2022](#)). This behaviour is an individual's ability to regulate and manage finances in daily activities, which includes aspects such as budgeting, planning, control, management, checking, seeking sources of funds, and saving funds (Kholilah & Iramani, [2013](#)). his behaviour arises as a form of individual response in meeting their needs in accordance with their income level.

The relationship between financial management behaviour and self-control is very strong, because good financial management requires a person's ability to suppress impulsive urges and make wise financial decisions (Hapsari & Widiyasti, [2025](#)). In this study, self-control is an independent variable that influences how individuals manage their finances, while hedonism can be understood as a variable that can influence or weaken this effect, so that financial management behaviour is placed as a dependent variable. Good self-control will encourage discipline in budgeting, saving, investing, and avoiding excessive spending (Yuliani, [2024](#)).

The results of a study conducted by (Pricilla, [2024](#)) suggest that financial literacy contributes significantly and positively to financial management behaviour with the mediation of the self-control variable. This statement indicates that self-control can help a person make the right financial decisions. Self-control is an individual's view of their beliefs and capacity to control themselves when facing various situations (Bahasoan, [2025](#)). This phenomenon is evident in how an individual prioritises and handles external factors when facing financial achievements or obstacles (Biya & Asandimitra, [2020](#)). This is supported by statements expressed by the theory (Tangney, [2004](#)) which explains that the key component in self-control refers to an individual's ability to set aside or divert responses that arise within oneself and reduce the tendency towards undesirable behaviour in controlling oneself from a particular behaviour.

In this theory, there are two factors that make it difficult for individuals to control themselves in managing their finances (Kholilah & Iramani, [2013](#)). Furthermore, these two factors explain that problems with self-control in managing finances do not only originate from internal aspects of the individual, but can also be influenced by various external stimuli. Individuals who are able to control their urge to shop will be more focused on basic needs and able to avoid unnecessary expenses (Lorenza & Lestari, [2023](#)).

The influence of social media and pressure from the social environment can encourage individuals to make impulsive purchases (Chen et. al, [2019](#)). This condition can be overcome if individuals are able to control themselves in managing their finances when impulsive shopping desires arise, so that individuals can also focus more on basic needs and avoid unnecessary expenses (Harjanti et. al, [2025](#)). This behaviour has a positive impact on financial stability, enabling the achievement of long-term financial goals, increased savings, and reduced financial stress. Through good self-control, individuals are able to build healthy financial habits and achieve sustainable financial well-being (Bahasoan et al., [2025](#); Biya & Asandimitra, [2020](#)).

According to the theory of financial management behaviour, personal financial management is continuous, so an individual's ability to effectively control themselves can influence the quality of their financial management. Previous research cited by Nuraeni & Ari ([2021](#)) also confirms that financial management among students is influenced by their level of

self-control. The findings indicate that self-control has a positive correlation with financial management skills. This shows that self-control plays a crucial role in building good and planned financial stability (Gunawan et al., [2020](#)).

However, financial management is not immune to the challenges of hedonistic lifestyles that greatly influence the younger generation today. Hedonism is a view or lifestyle that makes pleasure and happiness, especially physical and material ones, the main goals in personal life (Oktariani et al., [2024](#)). This type of lifestyle is often manifested through excessive consumption, the pursuit of instant gratification, and a focus on fulfilling personal needs without considering the long-term impacts. Hedonistic behaviour that prioritises the pursuit of instant gratification often tests one's self-control, where good self-control allows a person to delay gratification in order to achieve long-term goals and create a balance between momentary pleasure and greater benefits in the future (Pradana et. al, [2025](#)). In other hands, self-control acts as a regulator to prevent individuals from getting caught up in impulsive consumption patterns that could threaten their financial stability (Noormansyah & Putri, [2023](#)).

Armstrong ([2005](#)) states that hedonism is understood as a lifestyle characterised by activities focused on the pursuit of pleasure, such as spending a lot of time outside the home, being late for leisure activities, enjoying urban crowds, liking to buy luxury items according to one's desires, and having a desire to always be the centre of attention.

This lifestyle reflects an orientation towards self-determination and hedonistic pleasure, which can be measured through three dimensions: activities, interests and concerns, and views or opinions. A person is considered to have a hedonistic lifestyle when they engage in activities that demonstrate the pursuit of modernity and spend a lot of time and money (Boediman et. al, [2023](#)). These activities are carried out in an effort to fulfil various desires and focus on objects that are considered attractive, such as items related to the enjoyment of life, fashion, cuisine, and trendy gathering places (Laowo et al., [2023](#)). This condition reflects that a hedonistic lifestyle can be a risk factor in financial management, especially if it is not balanced with sufficient self-control (Gunawan & Herlina, [2025](#)).

Hedonism as a lifestyle is influenced by various interrelated factors. One of the dominant factors is the drive or motivation to always keep up with the latest trends and meet the needs of an ever-changing lifestyle (Lestari & Rahmawan, [2023](#)). For Generation Z, the pressure to maintain a hedonistic lifestyle often causes anxiety or feelings of threat, especially because this lifestyle demands flexibility in adapting to changing times (Sugiarto & Huwae, [2025](#)).

These findings are consistent with the research by Hersika et al. ([2020](#)) which identified a significant correlation between self-control and hedonistic tendencies among adolescents in Padang City. The study confirmed that the two variables have a negative relationship, meaning

that the higher the level of self-control among adolescents, the lower their tendency to pursue a hedonistic lifestyle. Conversely, low levels of self-control are associated with a higher tendency to engage in hedonistic behaviour (Hersika et al., [2020](#)).

Thus, this study was conducted to analyse the role of self-control in the context of hedonistic behaviour among Gen Z *paylater* users in Bandar Lampung, particularly in relation to their ability to manage their finances effectively and wisely. The importance of this research lies in understanding self-control in the context of hedonism for Gen Z *paylater* users in Bandar Lampung, particularly in relation to their ability to manage finances wisely. With a hedonistic lifestyle that is inconsistent with incomes below the minimum wage and often encourages impulsive spending to satisfy immediate desires, self-control is key to preventing excessive consumerism (Safitri & Hwihanus, [2025](#)). Moreover, research indicates that individuals with high self-control are generally more effective in controlling unnecessary spending, thereby preventing future financial problems (Ulayya & Mujiasih, [2020](#)).

Research purpose of this study is that Gen Z *paylater* users in Bandar Lampung can develop strong self-control so that they are able to balance enjoying a hedonistic lifestyle with managing their finances responsibly. With this study, it is hoped that Gen Z *paylater* users can control themselves so that they are able to balance a hedonistic lifestyle with wise financial management.

Furthermore, a good understanding of the financial consequences can encourage Gen Z to use *paylater* as a wise tool, not as a debt trap (Kamil & Indrawati, [2023](#)). In addition, it is hoped that they will be able to make smart financial choices, invest to ensure sustainability in the future, and achieve long-term financial stability while enjoying life in a balanced and sustainable way. Therefore, this research is important to understand how financial management, self-control, and hedonistic tendencies can influence Gen Z's use of *paylater* services.

Thus, this study aims to analyse the influence of self-control and hedonism on financial management among Gen Z *paylater* users in Bandar Lampung. The hypothesis raised by the researcher is "There is an Influence of Self-Control and Hedonism on Financial Management Among Gen Z Paylater Users in Bandar Lampung".

Method

In this study utilising a quantitative approach with a correlational design that aims to determine the relationship between self-control and hedonistic lifestyle with financial management among Gen Z *pay later* users in Bandar Lampung. Furthermore, the research design uses a non-probability sampling method with a purposive sampling technique, which is the selection of samples based on certain criteria determined by the researcher. The criteria for respondents in this study include: (1) users of *pay later* services, (2) residing in Bandar Lampung City, and (3) aged between 17 and 28 years. Since the population size cannot be determined with

certainty, the sample size was determined based on the formula proposed by Malhotra, whereby the minimum sample size is set at four times the number of items in the research instrument. Based on the 83 questions in the instrument, the required number of respondents was 332. In this study, a total of 332 respondents participated.

In this research instrument, there are two X variables, namely self-control and hedonistic lifestyle, and one Y variable, namely financial management. The hedonistic lifestyle variable is measured using a scale compiled based on the dimensions of hedonistic lifestyle according to Armstrong (2005), which includes the aspects of (1) activities, (2) interests, (3) opinions. The financial management variable was measured using a financial management scale developed by Kholilah and Iramani (2021), which covers seven aspects, namely (1) planning, (2) control, (3) inspection, (4) management, (5) budgeting, (6) fund seeking, and (7) fund storage. Furthermore, the self-control variable was measured using a scale compiled based on the aspects proposed by Tangney et al. (2004).

The hedonism scale used 22 items, the financial management scale used 37 items, and the self-control scale used 24 items, bringing the total number of items used in this study to 83. Each scale used a 5-point Likert format with a range of 1 (strongly disagree) to 5 (strongly agree). An example of a statement item on the hedonism scale is "*I buy goods to satisfy my desires through paylater*". Meanwhile, an example of a statement item on the financial management scale is "*Before receiving my salary, I always try to plan my expenses carefully, including how to use paylater*". Furthermore, an example of a statement item on the self-control scale is "*People say I have strong self-discipline*".

Each scale used has a reliability value > 0.7 , which means that the scale is suitable for use or valid. The hedonism scale has a reliability value of 0.742, the financial management scale has a reliability value of 0.723, and the self-control scale has a reliability value of 0.734. The scale reliability test in this study used *Cronbach's alpha* efficiency. Furthermore, in the validity test, the hedonism scale had 22 valid items with a validity range of 0.336–0.894, the financial management scale had 37 valid items with a validity range of 0.306–0.608, and the self-control scale had 24 valid items with a validity range of 0.324–0.717. The validity test was conducted by looking at the total item correlation value and comparing it with a discrimination power value of 0.30. According to (Azwar, 2018) 0.30 is the minimum validity value for an item to be considered valid.

Furthermore, in analysing the data, the analysis technique used in this study was multiple linear regression. Multiple linear regression analysis was used to determine how the two X variables influenced the Y variable at a significance level of 0.05. To test the collected data, the researcher used SPSS version 25.

Results

This section presents the results of data analysis, including respondent descriptions, descriptive statistics, assumption tests, and hypothesis test results to determine the influence of self-control and hedonism on financial management among Gen Z Paylater users in Bandar Lampung.

Respondent Descriptions

This study involved 332 participants who all met the research criteria, namely aged between 17 and 28 years, residing in Bandar Lampung City, and being active users of *Paylater* services. Data was collected over 14 days through an online scale (*Google Form*).

Descriptive Analysis

Descriptive analysis was conducted to obtain an overview of the level of self-control, hedonistic lifestyle, and financial management among respondents.

Table 1.
Descriptive Statistics of Research Variables

Variable	Minimum	Maximum	Mean	SD
Self-Control	80	101	89.6	3.7
Hedonism	80	92	86.9	2.0
Financial Management	107	133	121.3	3.4

Based on Table 1, the descriptive analysis results show that the self-control variable has an average score of 89.6 (SD = 3.7) with a range of values between 80 and 101, indicating that respondents have a relatively good level of self-control. The hedonism variable had an average of 86.9 (SD = 2.0) with a minimum score of 80 and a maximum of 92, indicating a tendency towards hedonism in the moderate to high category with fairly homogeneous data distribution. Meanwhile, the financial management variable obtained an average of 121.3 (SD = 3.4) with a score range of 107–133, which illustrates that the respondents' financial management skills are quite good. In general, these descriptive findings show that respondents have fairly strong self-control, moderate hedonistic tendencies, and positive financial management skills.

Variable Categorisation

Categorisation was conducted using a three-level norm (low, moderate, high) with reference to Sugiyono (2015).

Table 2.
Categorisation of Research Variables

Variable	Category	Standardisation	Frequency	Percentage
Self-Control	Low	$X < 56$	0	0%
	Moderate	$56 < X < 88$	92	27.7%
	High	$88 < X$	240	72.3%
Hedonism	Low	$X < 51$	0	0%
	Moderate	$51 < X < 81$	1	0.3%
	High	$81 < X$	331	99.7%
Financial Management	Low	$X < 86$	0	0%
	Moderate	$86 < X < 136$	332	100%
	High	$136 < X$	0	0%

Based on Table 2, the categorisation results show that most respondents have high self-control (72.3%), while the rest are in the moderate category (27.7%). There are no respondents with low self-control, indicating that the majority of Gen Z Paylater users in Bandar Lampung are able to control themselves in making financial decisions. Meanwhile, the hedonism variable shows a very high tendency, with 99.7% of respondents in the high category and only 0.3% in the moderate category, indicating that a consumptive lifestyle and the pursuit of pleasure are still dominant among respondents. As for the variable of overall financial management, 100% were in the moderate category, implying that although respondents have good self-control, their ability to manage finances is not yet optimal and remains at a moderate level. Overall, these results illustrate an imbalance between self-control, hedonistic tendencies, and financial management skills among Gen Z Paylater users.

Classical Assumption Test

A normality test was conducted to ensure that the residual data in the regression model was normally distributed. This test is important because one of the basic assumptions in linear regression analysis is that the residuals must be normally distributed in order for the model estimation results to be interpreted validly. The normality test was conducted using the Kolmogorov–Smirnov (K–S) method with the results as presented in Table 3.

Table 3.
Kolmogorov–Smirnov Normality Test Results

Variable	N	Mean	Std. Dev.	Most Extreme Difference (Absolute)	Test Statistic	Asymp. Sig. (2-tailed)
Unstandardized Residual	332	0.000	3.117	0.044	0.044	0.200

Based on the Kolmogorov–Smirnov test results shown in Table 3, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance value of 0.05. Thus, it can be concluded that the residual data is normally distributed, so the normality assumption is fulfilled. The mean

residual value of 0.000 also indicates that the deviation of the data from the regression line is relatively small. These results indicate that the regression model used is suitable for proceeding to the next stage of analysis because it meets the basic assumption of normality.

Furthermore, a linearity test was conducted to determine whether the relationship between the independent and dependent variables was linear. This test is important in regression analysis because a linear regression model can only be applied if there is a linear relationship between variables. Linearity analysis was performed using the ANOVA (Analysis of Variance) test by looking at the Deviation from Linearity (Sig.) value. The test results are presented in Table 4.

Table 4.
ANOVA Linearity Test Results

Variable Relationship	Deviation from Linearity (Sig.)
Self-Control → Financial Management	0.221
Hedonism → Financial Management	0.172

Based on the linearity test results in Table 4, the significance value (Sig.) of Deviation from Linearity is 0.221 for the relationship between self-control and financial management, and 0.172 for the relationship between hedonism and financial management. Since both significance values are greater than 0.05, it can be concluded that the relationship between each variable is linear. This means that both self-control and hedonism have a linear relationship with financial management, so that regression analysis can be performed appropriately to test the influence between these variables.

Hypothesis Testing

Hypothesis testing with multiple linear regression analysis is used to determine the simultaneous effect of independent variables on dependent variables. In this study, self-control and hedonism variables were tested together to see the extent to which they affect financial management among Gen Z *paylater* users in Bandar Lampung. The results of the multiple linear regression analysis are presented in Table 5.

Table 5.
Multiple Linear Regression Analysis Results

Model	F	Sig.	R	R Square	Adjusted R ²
Multiple Linear Regression (self-control and hedonism -> financial management)	33,774	< 0.001	0.413	0.170	0.165

The regression analysis results indicate that self-control and hedonism simultaneously have a significant effect on financial management (F = 33.774; p < 0.001). The R value of 0.413 indicates a moderate positive relationship between the two independent variables and financial management. Meanwhile, R Square = 0.170 indicates that self-control and hedonism contribute

17% to the variation in financial management, while the remaining 83% is influenced by other factors outside the research model.

Moreover, a partial coefficient test (t-test) was conducted to determine the effect of each independent variable, namely self-control (X_1) and hedonism (X_2), on the dependent variable of financial management (Y), where the analysis results can be seen in Table 6.

Table 6.

Results of the Partial Regression Coefficient Test (t-test)

Variable	R	R-Square	t	Sig.
(Constant)	-	-	9.045	0.001
Self-Control (X_1)	0.385	0.149	6.751	< 0.001
Hedonism (X_2)	0.235	0.055	2.938	< 0.004

Predictor: financial management (Y)

Table 6 shows the results of the partial regression coefficient test (t-test) used to determine the effect of each independent variable on financial management. The analysis results show that self-control (X_1) has a positive and significant effect on financial management with a t-value of 6.751 and significance < 0.001, which means that the higher an individual's self-control, the better their ability to manage finances. Meanwhile, hedonism (X_2) also has a positive and significant effect on financial management with a t value of 2.938 and significance of 0.004 (< 0.05), which shows that hedonistic tendencies also influence financial management behaviour, although the effect is relatively smaller than that of self-control. The partial R^2 value shows that self-control contributes 14.9% and hedonism 5.5% to the variation in financial management, so it can be concluded that self-control plays a more dominant role in explaining the financial management ability of Gen Z paylater users in Bandar Lampung.

Discussion

Based on the results of the analysis, it was found that self-control and hedonism have a significant influence on Gen Z's financial management. These findings provide an interesting picture of Gen Z's financial behaviour in the digital age. Furthermore, these findings are also in line with the phenomenon described in the background, where Gen Z is described as individuals who are very familiar with technology, making them more prone to engaging in digital-based consumerism (Prawitasari et. al, [2024](#)). Thus, self-control plays an important role in restraining Gen Z from making impulsive online purchases through *paylater*.

Further analysis shows that self-control has a positive influence on the financial management of Gen Z paylater users in Bandar Lampung. This is in line with Tangney ([2004](#)) opinion, which explains that self-control allows individuals to restrain impulsive responses and regulate their actions. Individuals with high self-control tend to be able to delay short-term gratification for long-term financial goals, making planning and controlling expenses more

effective (Rachmayani, [2015](#)). The findings in this study are also in line with Mutaqin ([2024](#)), but this study adds a new context, namely the use of *paylater*, which has the potential to trigger impulsive spending. Thus, self-control is an important factor in financial management in the digital age. Substantially, these findings emphasise the importance of self-control as an internal regulatory mechanism that influences financial decisions. Individuals who are able to control the urge to shop impulsively can focus more on basic needs, fund management, and long-term planning. These findings are in line with recent literature, such as the study by Bahasoan et al. ([2025](#)), which emphasises that self-control plays a role in forming healthy financial habits and minimising financial risks due to a consumptive lifestyle.

A comparison with previous studies also shows new contributory nuances, even though self-control has been proven to be significant in previous studies (Fitriyani & Susilawati, [2025](#)). This study highlights the context of *paylater* usage as a modern factor that can trigger financial risk, especially for Gen Z (Komalasari & Firmasnyah, [2024](#)). Thus, this study expands the understanding of the influence of self-control in the previously under-researched field of digital finance.

Armstrong ([2005](#)) explains that a hedonistic lifestyle is characterised by a pattern of living oriented towards the pursuit of pleasure, reflected in activities such as socialising, enjoying entertainment, and having a tendency towards consumption. Based on the research results, the researchers found that hedonism has a negative impact on financial management, so that the higher the hedonism, the lower the financial management. This finding is consistent with previous studies that explain the negative influence of hedonism on financial management (Gunawan et al., [2020](#)) emphasise that consumptive behaviour and pleasure can reduce the effectiveness of financial management.

Kholilah and Irmani ([2013](#)) state that financial management, which is the way individuals take responsibility for their finances, can be influenced by a number of factors, one of which is individual self-control and hedonistic behaviour. These results are reinforced by previous studies that reveal that financial management is closely influenced by self-control (Yuliani, [2024](#)). Individual self-control has a strong relationship with hedonistic behaviour tendencies. According to Hersika et al. ([2020](#)), an increase in self-control in an individual will result in a decrease in hedonism levels.

Generation Z *paylater* service users in Bandar Lampung show a high level of self-control (72.3%), but hedonistic behaviour remains dominant (99.7%). This shows that even though self-control is quite good, high hedonistic urges can affect financial management. The level of financial management is in the moderate category (100%), indicating that self-control has not fully

balanced hedonism (Wijaya & Wati, [2024](#); Tangney et al., [2004](#)). Therefore, self-control has a greater positive influence, but strong hedonism can still weaken its effectiveness.

The analysis results show that hedonism has a significant negative impact on financial management, with a p-value of 0.004 and an effective contribution of 5.5%. In other words, the higher an individual's level of hedonism, the lower the quality of their financial management. This finding is supported by Gunawan et al. ([2020](#)) who emphasise that a hedonistic lifestyle tends to interfere with a person's ability to make rational financial decisions. Conversely, self-control shows a significant positive influence on financial management, with a p-value < 0.001 and an effective contribution of 14.9%. This means that the better a person's self-control, the more focused their financial management will be. These results align with Yuliani ([2024](#)), research, which emphasises that self-control is a key factor in creating healthy financial habits.

Gen Z individuals with good self-control tend to be more skilled at managing their spending habits and making wise financial decisions, particularly in the use of paylater services. Self-control helps individuals control impulsive shopping urges and resist the influence of a consumptive lifestyle, enabling them to consider long-term needs more rationally (Tangney, et al., [2004](#); Mutaqin, [2024](#)). Additionally, recent literature indicates that individuals with high self-control are better able to build healthy financial habits and reduce the risk of financial stress (Bahasoan et al., [2025](#)).

People with good self-control tend to be better able to control themselves so that they do not easily fall into consumptive behaviour, even when in an environment that encourages hedonism (Simanjuntak et al., [2020](#)). In Bandar Lampung, *paylater* users with high self-control generally show concern for their financial condition, such as planning a budget and prioritising needs over immediate desires.

In addition to self-control, Gen Z curiosity drives them to seek information about financial management and the risks of using *paylater* (Adila & Wardani, [2024](#)). Confidence in managing finances also strengthens their belief in facing financial challenges (Amelia & Kartini, [2024](#)). Support from family, friends, and the surrounding environment contributes to emotional security, helping them to be wise and responsible in managing their finances (Purwidianti, [2024](#)).

Although self-control plays an important role, the effectiveness of financial management is not determined by just one factor. Self-control does not significantly reduce consumptive behaviour if it is not accompanied by other supporting factors (Mu'amala & Wahjudi, [2021](#)). This is in line with findings that hedonistic lifestyles, social pressure, personal financial goals, and literacy (Putrie, [2024](#)).

This study is expected to contribute to the development of knowledge, particularly in the field of financial behaviour studies among young people, and serve as a reference for future

research focusing on self-control and hedonism among Generation Z users of *paylater* services. The use of *paylater* services is currently experiencing a significant increase, with approximately 39.94% of *paylater* or *Buy Now Pay Later (BNPL)* service users in Indonesia coming from the Gen Z age group (Riztika et al., 2024), who generally use this service for lifestyle needs such as fashion, entertainment, and travel.

This study is unique in its selection of subjects, namely individuals aged 18 to 25 who are in the early adulthood category and are in a period of transition towards economic independence. This differs from previous studies, which were mostly conducted on more mature working-age individuals or only discussed financial management in general without focusing on the financial behaviour of Gen Z users of *paylater* services. Additionally, this study combines three main variables, namely self-control, hedonism, and financial management in a single relationship model, to provide a comprehensive picture of Gen Z's financial behaviour.

Furthermore, the number of participants in this study is still limited to only 332 respondents, which is not sufficient to generalise the actual population, which in this case is unknown. Therefore, it is recommended that future studies reach a larger research population with more diverse and specific respondent criteria. For example, by expanding the geographical coverage, considering differences in characteristics such as gender, education level, economic status, or adding other variables such as personality factors and financial literacy. It is also hoped that future research results will provide a deeper understanding of the dynamics of the financial behaviour of Gen Z users of *paylater* services.

Conclusion

Based on the analysis and discussion, it can be concluded that self-control plays a significant role in supporting the financial management of Gen Z *paylater* users, while a hedonistic lifestyle tends to weaken this ability. These findings confirm that self-control is a key element that enables individuals to delay gratification, control impulsive spending urges, and make more rational financial decisions in the modern digital context. In addition to providing new insights into the relationship between self-control, hedonism, and financial management among the younger generation, this study also offers practical contributions to the development of financial literacy, whether through education, money management training, or the formation of healthy financial habits. Thus, Gen Z is expected to be able to use digital financial services such as *paylater* wisely, while maintaining long-term financial stability.

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