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Analysis of Factors Affecting Public Interest in Adopting Fintech Features in Manado City, North Sulawesi

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ABSTRACT: Advanced of era of digitalization, financial institutions are rapidly transforming, providing new service variants, and adopting new technologies to meet customer expectations. Fintech is one of the innovations enabled by new technologies to provide new applications, services, processes, services, and business models by financial services companies that are rapidly developing in digitization, and financial services companies are at a great advantage implementing the same. The penetration of E-commerce and smartphones is driving Fintech in a cash-based economy with the use of e-commerce increasing day by day; People now have various types of payment methods to meet their daily needs. Before the era of e- commerce came with the increasing amount of internet usage now; people will only use conventional buying methods, namely by going to the store and buying the needs they want. This conventional way of buying is still used by people today; Apart from the era, conventional purchases will be another option in the transaction method. But with the era of globalization that cannot be stopped and is currently increasing day by day; people introduce new ways that also utilize the internet or technology that can be found in the field of financial services or financial (Fin-Tech) one of the products is "buy now, pay later" is used in this concept; Through this concept credit cards can be found everywhere now. People's lifestyles during the COVID-19 pandemic tend to be more diverse than the previous era; Humans as social beings tend to buy products that carry a sense of prestige compared to their usefulness. The creation of paid services then becomes a double-edged sword for the community; As the main medium for buying the desired product, it is also a major obstacle for people in Manado city in terms of creating long-term debt. Research that emphasizes objective measurement and statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. The result of the research is that the pay later feature has a positive and significant relationship to the lifestyle of the people in North Sulawesi in general and specifically in the city of Manado.
Keywords: *Fintech, pay later, e-commerce, lifestyle, promotion*

I.   PROBLEM BACKGROUND

People's buying behavior is the sole purpose why credit cards and other payment methods are currently being created; people tend to spend more money on wants than needs. This event triggers the circulation of money in a rapid phase; transactions become much larger in number while conventional methods cannot understand current conditions. For example, nowadays supermarkets and others encourage the use of electronic payments such as through credit cards to reduce the use of physical money; It should be noted that conventional ways such as using physical money are becoming too complicated in today's technological era. People's buying behavior in the current era is greater than in the previous era; This is due to the many products available in the market today. From the existence of credit cards, many companies have started to create other alternatives in payment methods. Pay later service is currently one of the types of payment methods or transactions used by the public; has the same concept as a credit card but in a simpler way. Pay later services come via apps that can be downloaded on the smartphones that people have today; The main difference between credit cards and pay later services is the user. In credit cards, most users need to have a job and a steady income in order for banks to issue cards to consumers; but in the pay later service many people including people can have access to use it. That's because of the rules to have access to pay later services; the rules are much simpler and can reach all aspects of society not just those with jobs and steady incomes. The same concept still applies where users of pay later services will need a balance to be repaid every month or every timeline that has been agreed with the Fin Tech service provider company later (Gary Schneider, 2010). This means that this service is a type of service where people can buy goods without having to pay first; the same functionality as a credit card at first but with less restrictions to get access to payments later. There are 3 main determinants of pay later services, namely transaction benefits, transformational advertising and discounts (Ju Yeon Lee, 2019). These three determinants are very important and become an attraction for people to use their salary later; However, the main issue at this

time is how people in this case use Fin Tech services. The benefits of transacting in this case ease of use in this case are the steps that users need to take to get the desired credit through FinTech services; ID card authentication and facial recognition through photos are basic steps in pay later services that are very easy for the public to do. Next is transformational advertising; This is a type of marketing where the company creates a sense of trust between the company and the users in this case pay later the users. The latter is a discount; For the use of pay later in certain companies, there will be many promotions that will be offered by pay later service providers.

Problems

People's lifestyles in the current status quo tend to be more diverse than in previous eras; People tend to buy products that carry a sense of prestige compared to their usefulness. The creation of pay later services is a double-edged sword for cash users; As the main medium for buying the desired product, it is also a major obstacle for society in terms of creating long- term debt.

Research Objectives

This study aims to gain a more comprehensive understanding where the determinants of this pay later service affect the lifestyle of the people who use several Fintech Mobile applications (Go Pay, Traveloka, Tokopedia) as part of the pay later service, whether it has a major impact on the lifestyle of the people of Manado city. in transacting.

Urgency (Priority) of Research

a. Do profitable transactions from Fintech services affect people's lifestyles?

b. Does transformational pay later service advertising affect people's lifestyle?

c. Do pay later service discounts affect people's lifestyles?

II.   TARGETED FINDINGS AND INNOVATIONS

Pay later services began to develop rapidly not only in the western world, but also in the eastern part of the world, including Indonesia. pay later service is an alternative for people who cannot afford a credit card and want to fulfill their needs from the start; For example, in Indonesia, there are about 52% of people who do not have a bank account.

2.1 Theoretical FrameworkMarketing

According to Kotler and Keller (2012), marketing is about identifying and meeting human and social needs. The core of marketing is the social process by which individuals and organizations obtain what they need and want through the creation and exchange of value with others. The definition is based on a basic marketing exchange process, and recognizes the importance of value to customers. Marketing is a human activity directed at meeting needs and wants through an exchange process. Marketing is a social process which, subject to internal and environmental constraints, tries to establish mutually beneficial exchanges. The above definition shows how marketing ultimately works in business; The main goal of marketing is to get as much attention as possible and also the interest of as many people as possible for a particular product or brand. By doing this; a business can ultimately sell its products to customers. Without good marketing, a business will not do well and can also lead to bankruptcy; therefore marketing usually acts as the front line of the business. It acts as the first layer of the business to make the business more public to people who are new to the product.

E-Commerce

E-commerce (electronic commerce) is the activity of buying or selling products electronically on online services or over the Internet. Electronic commerce refers to technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems, and automated data collection systems (Wienclaw, 2013). E-commerce in turn is driven by technological advances in the semiconductor industry, and is the largest sector of the electronics industry. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction life cycle although it may also use other technologies such as e-mail. There are three areas of e-commerce: online retail, electronic marketplaces, and online auctions. E-commerce is supported by electronic business.

Pay Later Service

Gary Schneider (2010) states that paid services then cover many types of people including people who can access them. That's because of the rules for having access to pay later services; the rules are much simpler

and can reach all aspects of society not just those with jobs and steady incomes. This concept applies where users of pay later services will need a balance to be paid off every month or every time that has been agreed with the pay later service provider company. This means that a pay later service is a type of service where people can buy goods without having to pay first; function is the same as a credit card at first. Pay later services are now mostly run by companies competing in the e-commerce scene; This means that the use of the internet and online tools is important so that people can use paid services later. Currently, companies such as Gojek, Grab and OVO have provided pay- later services for people who want the convenience of buying their needs. Other western companies such as PayPal and Amazon had already established themselves with pay later service products several years earlier. Research by Hartanto and Rachel Livia (2020) Digital technology had become an important part of nearly everyone's life. Most people prefer something that is fast, easy, and convenience to ease their daily activities. The presence of internet, also the easiness to get mobile gadget are used by business players as they try to adapt with the current situation in order to fulfill people's needs of efficiency and effectiveness, including in conducting payment. The normal e-money's providers nowadays also provide lending service similar to credit card. Based on Value-based Adoption Model, this research aimed to analyze the influence Benefits and Sacrifices Towards the Adoption Intention of OVO PayLater, through the mediation of Perceived Value. This research is a causal study and uses a purposive sampling technique. The total number of respondents is 152 respondents who live in Surabaya, at least 17 years old, know OVO PayLater, had limited experiences in using OVO PayLater (1-4 times) or haven't used it before. In order to participate in this research, respondents must fill out the questionnaire given by the researcher through Microsoft form. The data that were collected then processed and analyzed by using Structural Equation Modeling technique with PLS as its tool. This research proved that Usefulness, Enjoyment, Technicality, and Perceived Fee has a significant effect on Perceived Value, and Perceived Value has a significant positive effect on Adoption Intention. Perceived Value also mediates all Benefits and Sacrifices elements to Adoption Intention. The suggestions for OVO Pay Later are to promote the service more and provide instructions on how to process payment through the application, fix the unavailable issue, and improve their service in order to build the customers' perceived value which then could lead to a higher adoption intention.

III.   RESEARCH METHODOLOGY

This research is using a quantitative approach. According to Earl R. Babbie (2010), quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon or hypothesis

H1 : Transaction Benefit, Transformational Advertising, and Discount from the pay later service affect the lifestyle ofsociety simultaneously
H2 : Transaction Benefit from the pay later service affect thelifestyle of society partially.
H3 : Transformational Advertising from the pay later service affectthe lifestyle of society partially.
H4 : Discount from the pay later service affect the lifestyle of society partially.

Sample method that can be used for this research is purposive sampling method. According to (Cresswell & Plano Clark, 2011), purposive sampling can be define as identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest. To be short; purposive sampling is the type of sampling in which authors choose the people or respondents that have the experiences regarding a certain phenomenon or events. In this particular case the purposive sampling will be act upon the users of pay later service; most preferably Gojek users that utilize Gopay as the media of payment. According to Roscoe's (2018) in Sekaran and Bougie (2019, p.296-297) "Sample size larger than 30 and less than 500 are approriate for most research. According to Purba (2020), 100 respondents in this case people that use the pay later service. Respondents aged less than 21 were excluded because of the nature within the pay later service regulations; meaning the likes of college people and beyond are valid in this research to be the respondents.

Operational Definition

No	Variable	Definition	Indicators
1.	TransactionBenefit (X1)	Transaction benefit, ease of use about the basic steps on how to use a certain item in this case the pay later service	1.Safety 2.Effecient 3.Effective 4.Satisfaction (Ju Yeon Lee,2019)
2.	Transformational Advertising (X2)	Transformational Advertising, the way of the company in creating sense of trust between the users and the company	1.Experience 2.Relevant 3.Reliable (Puto & Wells,1984)
3.	Discount (X3)	Discount, marketing offer that made by the company in order to gain the number of purchase and usage of the service	1.Tendency of purchase 2.Awareness 3.Brand interest (Rajagopal, 2007)
4.	Lifestyle ofSociety (Y)	Behavioral orientation of a certain groups that consist of many individual; in this case in term of purchasing method within the groupsof people	1.Behavior 2.Interest 3.Preferences (Kahle R. Lynn,2011)

The scale of measurement that is used by researchers to determine the response of respondent's response to each question is given by using the Likert Scale. According to Alvin Burns and Ronald Burns(2008), likert scale use for the respondents to specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item. The answer to each item instrument that uses a liker scale has gradations from very positive to negative. Which are: 1. Strongly Disagree, 2. Disagree, 3.Neutral, 4. Agree, 5. Strongly Agree and Technical Analysis using Multiple Linear Regression.

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. According to Gulden Kaya Uyanik and NeseGuler, stated that "regression models with one dependent variable and more than one independent variables are called multi-linear regression"

Multiple regressions are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in generalas follows:

$Y = α + β1X1 + β2X2 + B3X3 + ε$

Description :

Y = Lifestyle of Society X1 = Transaction Benefit
X2 = Transformational AdvertisingX3 = Discount
α = Constant

β1, β2, & β3 = The regression coefficient of each variable

Cofficient of determination is used to show the percentage of variability in Y that can be explained by regression equation (Granger, et al, 1974) According to Newbold (2003), coefficient of Multiple Correlation is used to measure the strength of relationship between Y (dependent variable) and X (independent variable) with the consideration that:

- >0.70 means a very strong positive association

- 0.50 – 0.69 means a substantial positive association

- 0.30 – 0.49 means a moderate positive association

- 0.10 – 0.29 means a low positive association

- Zero if there is no association

-         (-0.01) – (-0.09) means a negligible negative association

-         (-0.10) – (-0.29) means a low negative association

-         (-0.30) – (-0.49) means a moderate negative association

-         (-0.50) – (-0.69) means a substantial negative association

-         < -0.70 means a very strong negative association

IV.   RESULT

Validity Test

The purpose of validity test is to know whether the instrument is valid or not. Theoretically, if the correlation coefficient between the value of one indicator and the total value of all indicators is equal to and more than 0.3 (r ≥0.3) and below the significance level of 5%.Table 4.1

Variable	Indicators	Pearson Correlation	Sig.(2-tailed)	N	r table	Status
TransactionBenefit (X1)	Safety	.713	0.000	100	0.3	Valid
	Efficient	.791	0.000	100	0.3	Valid
	Effective	.826	0.000	100	0.3	Valid
	Satisfaction	.790	0.000	100	0.3	Valid
Transformational Advertising (X2)	Experience	.677	0.000	100	0.3	Valid
	Relevant	.764	0.000	100	0.3	Valid
	Reliable	.787	0.000	100	0.3	Valid
Discount(X3)	Tendency	.872	0.000	100	0.3	Valid
	Awareness	.792	0.000	100	0.3	Valid
	Brand Interest	.831	0.000	100	0.3	Valid
Lifestyle ofSociety (Y)	Behavior	.879	0.000	100	0.3	Valid
	Interest	.844	0.000	100	0.3	Valid
	Preferences	.843	0.000	100	0.3	Valid

Source: SPSS Output (2021)

From the result in table 4.4 it can be seen that value of correlation index for relationship among indicators within variable independents (Transaction Benefit, Transformational Advertising, Discount) with indicators fron variable dependent(Lifestyle of Society) are greater than 0.3 and below the significant level of 5% (0.05). Therefore, the data is valid.

4.2. Reliability Test

Reliability test is used to check the consistency of the measurement instrument. To see whether the data is reliable or not, Alpha Cronbach test is utulized as reliability test in this research.
Table 4.5

Reliability Statistics

Cronbach'sAlpha	N of Items
.775	13

Realibility Statistics
Source: SPSS Output (2020)

The output of SPSS shows that the value of Cronbach's Alpha of 13 items used in this research is 0.775. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

Multiple Regression Analysis

To do multiple linear regression analysis, calculation is conducted by using SPSS software. Computerized calculation ensures the accuracy of the analysis. The result of multiple linear regression analysis is shown in the table 4.6.

Table 4.3

Multiple Linear Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.946	1.278		2.305	.024
Transaction Benefit	.133	.114	.353	3.116	.003
Transformational Advertising	.197	.060	.429	3.308	.001
Discount	.355	.112	.130	1.187	.002

a. Dependent Variable: Lifestyle of Society

Source: SPSS Output (2021)

Recall that the Multiple Linear Regression model is used to determine the effect of several independent variables on a dependent variable. The computation was done using SPSS 22 software. The computerized calculation ensures the accuracy of the analysis. From the result in the table above, the model define as:

Y = 2,946 + 0.133 x1 + 0.197x2 + 0.355 x3 + e

Y = Dependent Variable (Lifestyle of Society)X1 = Transaction Benefit
X2 = Transformational AdvertisingX3 = Discount
ε = Error

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation cab be interpreted as follows:

1. Constant value of 2.946 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Lifestyle of Society (Y) as dependentvariable will be 2.946
2. X1' s coefficient value of 0.133 means that if there is one unit increase in Transaction Benefit (X1) then the Lifestyle of Society (Y) will improve and increase by 0.133.
3. X2's coefficient value of 0.197 means that if there is one unit increase in Transformational Advertising (X2) then the Lifestyle of Society (Y) will imrpove and increase by 0.197.
4. X3's coefficient value of 0.355 means that if there is one unit increase in Discount (X3) then the Lifestyle of Society (Y) will improve and increase by 0.355.

The coefficient of correlation (R) measures if the correlation between the two independent variables with dependent variable.

Table 4.3.1 Table of R and R Square

Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.640ᵃ	.410	.376	.815

a. Predictors: (Constant), Transaction Benefit, TransformationalAdvertising, Discount

Source: SPSS Output (2021)

Table 4.3.1 shows the coefficient correlation (R) is 0.640; it means there is a strong relationship between independent variables with dependent variable. The measurement of coefficient correlation or R is:

·   0 = There is no correlation among independents and dependent variable.

·   0-0.25 = The correlation is weak

·   0.25-0.5 = The correlation is enough

·   0.5-0.75 = The correlation is strong

·   0.75-0.9 = The correlation is very strong

·   1 = The correlation is perfect among independents and dependent variable

The coefficient of determination (R^2) measures the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R^2) according to the table 4.7 is 0.410 which shows that the variation of all independent variable explains 41.0% of variation in theLifestyle of Society (Y), while the remaining 59.0% is explained by other factors outside the model or not discussed in this research.

Hypothesis Testing
F-test
F-test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. This test is done by comparing the Fcount with Ftable. If Fcount> Ftable as confidence level of 95% (α
= 0.05),
it means that the independent variables significantly affect the dependent variable. Thus the hypothesis 1 is accepted. However, if Fcount< Ftable as confidence level of 95% (α = 0.05), it means that the independent variables significantly does not affect the dependent variable. Thus the hypothesis 1 is rejected. Table 4.9 describes the F-test result.

Table 4.4.1

ANOVAᵃ

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	32.227	2	8.057	12.144	.000ᵇ
Residual	46.440	97	.663		
Total	78.667	99			

a. Dependent Variable: Lifestyle of Society
b. Predictors: (Constant), Transaction Benefit, Transformational Advertising, Discount
Source: SPSS Output (2021)

Table 4.4.1 shows the value of Fcount is 12.144. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 4 and degree of freedom 2 (enumerator) is 71 with level of significance is 0.05 (α
= 0.05) and the level of confidence is 95% then Ftable is 2.53.

The result is Fcount (12.144) > Ftable (2.53). Therefore, since Fcount is greater than Ftable, Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test
The t-test is used to see the partial influence of each independent variable on the dependent variable. This test is done by comparing tcount and ttable at the level of significance 95% (α = 0.05). The criteria of this test is if tcount ≥ ttable (0.05) thenHa is accepted, otherwise if tcount< ttable (0.05) then Ha is rejected.

Table 4.4.2Partial Test(t-test result)

Variable	tcount	ttable	Description
Transaction Benefit (x1)	3.116	1.669	Accepted
Transformational Advertising(x2)	1.187	1.669	Rejected

Discount (x3)	3.308	1.669	Accepted

Source: Data Processed (2021)

1. The value of t-count of X1 is 3.116 with the level significant of 0.003. Since the value of tcount = 3.116 > ttable = 1.669meaning that H2 is accepted. Sig
<0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X1 (Transaction Benefit) partially does have a significant effect on Lifestyle of Society (Y).
2. The value of t-count of X2 is 1.187 with the level significant of 0.239. Since the value of tcount = 1.187 < ttable = 1.669meaning that H3 is rejected. Sig
<0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that X2 (Transformational Advertising) partially does not have a significant effect on Lifestyle of Society (Y).
3. The value of t-count of X3 is 3.308 with the level significant of 0.001. Since the value of tcount = 3.308 > ttable = 1.669meaning that H4 is rejected. Sig
<0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that X3 (Discount) partially has a significant effect on Lifestyle of Society (Y)

V.   DISCUSSION

The pay later service starts to grow in a fast way not only on the western side of the world, but also in the eastern side of the world including Indonesia. Pay later service act as the alternative for people that cannot afford to have credit card and want to fulfill their needs at the first place; for instance in Indonesia there are around 52% of people that do not have any bank account. Meaning that these people cannot afford to issue for a credit card; to get a credit card at first people need to have bank account. Because of this situation there are many companies that compete with each other to provide pay later services through application that can be downloaded in smartphone.

There are 3 main determinants of pay later service which are transaction benefit, transformational advertising and discount. These 3 determinants are essential and act as the main attraction for people in using pay later; however the main issue now is about how the people in this case the society use the pay later service. Transaction benefit in this case the ease of use in this for the steps that need to be done by the users in order to get the credit that their wanted through the pay later service; the authentication of ID card and face recognition through photos are the basic steps within the pay later service which are very easy to do by the people. Next is the transformational advertising; it is the type of marketing in which the company creates sense of trust between the company and the users in this case the pay later users. The last one is discount; for using the pay later of a certain company there will be many promotions that will be offered by the company that provide the pay later services. These determinants will eventually impacted the lifestyle of the people in term buying habits and even can lead to a more consumerism lifestyle; which have a positive and negative side for the nation and also the lifestyle of society. This research was analayzed using multiple linear regression analysis. In the multiple regression method, regression procedures must divide the variables into two types which are dependent variable and independent variables. To get an accurate result from multiple linear regression method the purpose of this research is to analyzed the effect of Transaction Benefit (x1), Transformational Advertising (x2) and Discount (x3) as the independent variables towards Lifestyle of Society (Y) as the dependent variable. The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using t-test, from the significance value it can be seen that not all variables individually have a significant effect. Variables that have a positive and significant effect are Transaction Benefit and Society on the Lifestyle of Society,while Transformational Advertising have positive and do not have significant effect on Lifestyle of Society. Transaction benefit means the benefit that will be acquired by the users of a certain service; the benefit can also be referring as non-monetary satisfaction gained from providing a good or service to another. In some cases the transaction benefit may exceed the monetary reward from the transaction, as in providing a good or service for free. In this case transaction benefit within a service can be explained in many examples such as the sense of ease on how to use the service; the satisfaction within using the services and many more. There are 4 aspects within transaction benefit which can be very crucial for the users; they are safety, efficient, effective, and satisfaction. These 4 points are the essence of transaction benefit; the users that use a service or good have to experiences these major points in order to be called having a transaction benefit. The hypothesis about Transaction Benefit shows that it has a positive and significant effect on the Lifestyle of Society especially college people, therefore hypothesis 2 is accepted. This is in-line with the findings from Siemens (2007) that stated that Transaction Benefit

acts as the biggest factor for the pay later service usage; meanings that the benefit given by the pay later service will directly impact the lifestyle of people in this case college people This happen because when a person have the access to pay later service; there are many types of benefits in terms of payment that can be used by the holder. College people in this case tend to spend money with the many benefits that being offered; thus the transaction benefit that already applied will give direct impact to the lifestyle to of college people.

The sense of consumerism will be higher because people will have the tendency to do purchase decision if there are any transaction benefits. The status quo of college people tends to be more compulsive comparing to other ages on society; it created regarding their current stability of emotions and also lack of experiences in using products. It means that transaction benefit can change the lifestyle of college people; in this particular case regarding their attitude toward spending to buy certain products.

Transformational advertising can be seen as the way of the company in creating sense of trust between the users and the company; it also associates product usage with certain feelings, images or meanings that then transform the experience of using the product. Transformational advertising to be short is the appeal that created by the company to attract the customers; this appeal is in form of brand recognition. By having a transformational advertising it can make the brand become bigger and better compare to other brand; it creates a certain expectation for the users of the brand. 3 main aspects of transformational advertising are experience, relevant and reliable. Experience meaning that the consumers can get the best experience in using one of the product; which can change the mindset of the company itself. Relevant is the state when the company's products are in line with the need, preference and believes of the users. Many consumers want to buy a certain product because of their value and not because of the usage; that is why a product needs to be relevant to the customer's preferences. The last one is reliable; it means that the company can continuously produce the best product that can be used by the customers. The hypothesis about the Transformational Advertising does have positive relationship but no significant effect on the Lifestyle of Society, then hypothesis 3 is rejected. This result is in line from theories from Choi and Tinkham (2005) that stated that Transformational Advertising does have effect on the lifestyle of users but it is still not as big as other factors such as informational advertising and more. This explanation shows that Transformational Advertising does have a part to effect. the lifestyle of society, however there are other determinants that have bigger impact compare to it. It can happen Transformational Advertising focus more on emphasizing the feeling and build certain connection with the users; however in this case people college tends to see the products based on its usage and brand compare to just seeing a mere advertisement. The advertisement have the purpose to change the perspective of users or potential consumers; however people with the age of 20s are mostly set with a brand and have the tendency to only buy from the brand that have familiarity. It applies to pay later service; even though the Transformational Advertising does exist in the service but not everyone will eventually lured into using the service which directly impact the lifestyle. It means that even though transformational advertising already in place within pay later service app; it does not give much of an impact toward the current lifestyle of college people. The advertising sometimes got left off by the college people; it because college people tends to be more precise and do not want to face any types of advertisement when they are buying products. Discount is a marketing offer that made by the company in order to gain the number of purchase and usage of the service; in many businesses company will eventually use discount in order to sell many of their products and also to attract lots of customers. Discount is one of the best ways to attract customers and also boost the number of sales because it directly impacts the prices of a certain products; customers mostly look upon the prices of the product and services first before using it. By having discounts it will be easier for the company to persuade people to buy the products or services; it created a first impression which attract the potential customers. There are 3 major indicators for discount which are tendency of purchase, awareness and brand interest. These 3 play a big role of a certain discount occur; with these criteria the company that sells product can determine the types of discount that will be made. The hypothesis about the Discount that it have a positive relationship and significant effect toward the Lifestyle of Society; which shows that hypothesis 4 is accepted. The results of previous researches are also the same with this result that Discount can affect the Lifestyle of Society. Gabler and Reynolds (2014) stated that findings suggest the level of discount predicts the purchase of highly visible products, other findings by Armstrong and Zhou (2011) stated that discount inducing consumers to buy quickly compare than the non-discount products. These findings in-line with the research; it because that society to buy products with discount faster compare to those products with normal prices. By seeing the income from people and also the pay later service; it does impact the lifestyle of society in this case people. The status quo regarding the people s income is mostly came from parents; it because most of the college people still rely on parents in order to get extra money or lunch money at the college. Because when people have the media to spend on certain products with discount on it the chance of it being purchased is higher; people tend to have impulsive buying on certain products in which impacted their lifestyle directly. In this particular case; their personality become more impulsive compare to before. Because impulsive activity from the college people can happen when there are certain event that happen which benefit them the most; in this case the addition of discount toward their favorite products

VI.   CONCLUSION

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1.   The independent variables which are Transaction Benefit, Transformational Advertising and Discount simultaneously affect the Lifestyle of Society.

2.   Transaction Benefit as one of independent variables partially have positive relationship and significant effect on Lifestyle of Society as dependent variable. Meaning that Transaction Benefit can give impact toward the lifestyle of college people in this particular case the benefit of using the pay later service; creating a sense of impulsive buying behavior toward the people which effectively change the people's lifestyle.

3.   Transformational Advertising as one of independent variables partially have positive relationship but no significant effect on Lifestyle of Society as dependent variable positively. Meaning that the impact of Transformational Benefit is not as big compare to other; however it can still give mere changes toward the lifestyle of people toward the existence of adds within the pay later service.

4.   Discount as one of independent variable have positive relationship and significant effect on Lifestyle of Society as dependent variable partially. Meaning that through Discount from pay later service it can give effect to the lifestyle of college people; it can happen because discount create an opportunity for college people to buy more products which are in line with the current condition of people lifestyle in term of buying.

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