

# THE EFFECT OF EXCESSIVE SOCIAL NETWORKING SITES USE ON CREDIT OVERUSE BEHAVIOR

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# THE EFFECT OF EXCESSIVE SOCIAL NETWORKING SITES USE ON CREDIT OVERUSE BEHAVIOR THROUGH MONEY TRUST, MONEY ANXIETY, AND MONEY POWER

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## ABSTRACT

The development of social media technology has an impact on the welfare of users but has side effects on communication and behavior when used excessively. Excessive use of social networking sites impacts user behavior in obtaining fast information and sharing information with other users to show their strengths as a personal profile. Data was collected on young adults who made purchases on credit with pay letters as many as 210 users of social media Twitter, Facebook, and YouTube. The analysis used in the study used Partial Least Square version 4. The research data was obtained by distributing questionnaires via Google Forms. The study results show that excessive SNS use influences money attitudes, including money anxiety, trust, and power. The money trust that users have has an impact on money power. Money attitude affects credit application PayLater overuse behavior. The results showed that money trust did not impact increasing credit application PayLater overuse behavior, while money power and money anxiety influenced credit application PayLater overuse behavior. Research makes a practical contribution for SNS users to continue using it reflectively, so it does not interfere with work activities, family relationships, and the responsible use of money. The theoretical contribution enriches the theory of money behavior, e-payment, and money attitude using social media.

Keywords: Credit application PayLater overuse behavior, excessive SNS use, money trust, anxiety, and power,

## 1. Introduction

The presence of internet technology makes users feel comfortable and becomes a necessity. The increase in internet users has created a form of communication between fellow users through social relations (Siagian et al., 2022a). The interaction between users on social media facilitates the exchange of information between users resulting in mutual dependence (Handranata et al., 2022; Tarigan et al., 2020). Social Networking Sites (SNS) have been widely used, so much time is spent interacting on social media (Sharif & Yeoh, 2018; Cho, 2021). Using internet technology can present a natural person as if they were in the same physical space. Electronic media allows everyone to be in contact with anyone and anywhere in a relatively short time. SNS also makes it easier for the public to get information according to their needs. SNS is a web-based application that can create virtual profiles with bounded systems (Boyd & Ellison, 2011). SNS allows communication between users on the platform to interact with each other freely, which can be accompanied by the ability to exchange pictures, videos, and comments and is done in real-time (Cheung et al., 2015). SNS often used by the community include Twitter, Facebook, YouTube, and Instagram, where individuals can interact by sharing information (Ho et al., 2017; Siagian et al., 2022b).

SNS is a medium on the internet that allows users to represent themselves and interact, work together, share, and communicate with other users to form social bonds virtually (Raza et

al., 2020). This condition allows users to create a personal profile that can be noticed by other users (Ang et al., 2015). Social media use has positive and negative consequences (Turel & Serenko, 2012; Tarigan et al., 2020). Positive consequences impact getting the information needed quickly, sharing information, and being able to communicate with many people (Masood et al., 2020; Cao et al., 2018; Siagian et al., 2022b). Negative consequences include using for a long time and can be pressure on fellow users, and neglect of standard functions (Zheng & Lee, 2016; Dwivedi & Lewis, 2021). Excessive use of SNS can make individuals think overly worried about SNS, driven by a strong motivation to log in to SNS sites and spend most of their time on activities (Andreassen & Pallesen, 2013; Ho et al., 2017). Continued use of SNS sites disrupts social activities, study or work, interpersonal relationships, mental health, and well-being. Excessive use of social media has a negative effect, namely the decrease in social interactions with mental disorders due to excessive use of social media (Andreassen et al., 2016). Individuals using SNS excessively will impact comparing themselves with others so demand to be perfect. Pressure from social media disrupts mental conditions such as depression and anxiety (Masood et al., 2020). Excessive use of SNS also results in self-control impacting daily life habits so that it disrupts normal functions that have been running so far, for example, consumption patterns, patterns of doing an excellent job at the office, and the function of interacting within the family (Cao et al., 2018).

The potential for excessive use of SNS in this society, especially among young people, is a problem that will always exist. It is sustainable because SNS has become necessary. After all, it can instantly build social networks (Obar & Wildman, 2015). The use of SNS provides users with the ease of communicating and interacting with other users as an individual psychological need to increase life satisfaction (Ang et al., 2015). The use of SNS is related to behavior in society (Gao et al., 2023). The use of social media can influence someone in determining the desire to have something new because other users influence it (Tarigan et al., 2022). Behaviors influenced by SNS include impulse buying and buying goods because of the many promotions given (Sharif & Yeoh, 2018). Social media can provide self-promotion online with items purchased, owned and shared with others as luxury and branded items and uploaded on personal profiles (Presi et al., 2016; Xu et al., 2022; Handranata et al., 2022). The power of owning goods and sharing them with others is a person's way of using money by spending money or borrowing money from close people (Ho & Ito, 2019). Dialogue between fellow SNS users in brand and luxury goods will create a potential to talk about the consumption of products and goods that impact money attitudes (Sharif & Yeoh, 2018). The practice of consumption of luxury goods, which is informed online, has an impact on attitudes toward money which determines individuals' life goals (Nga & Yeoh, 2015). Social media impacts someone purchasing luxuries and luxurious goods and can influence other users (Godey et al., 2016; Siagian et al., 2022b). Sharif and Yeoh (2018) state that excessive use of SNS impacts money attitudes among young adults in Malaysia. Using a controlled money attitude can ensure stable financial conditions to enable the dimension of money trust to be adequately achieved (Castro-Gonzalez et al., 2020). A person's ability to control finances properly will impact maintaining financial risk so that the individual has confidence in a money attitude (Saurabh & Nandan, 2018). Excessive use of SNS hurts the use of money in purchasing products online (Sharif et al., 2022). A different condition occurs when many SNS users purchase brand and luxury goods through credit payments. Credit payments provide users convenience (Aji & Adawiyah, 2022; Modesto Veludo-de-Oliveira et al., 2014). Purchases of goods made by users on credit can be made with the PayLater application. Shop using the application PayLater will make

it easier for users to shop for the desired items in advance and be able to pay when they are due (Sari, 2021).

On the other hand, the application PayLater often provides attractive promotional programs (Aji & Adawiyah, 2022). The promotions make people more comfortable shopping using the PayLater application system (Nugroho et al., 2023). Shops using the system application PayLater will make consumers often need more self-control to shop for products that are considered attractive (Thoumrungroje, 2018). The behavior of using credit limits to the application PayLater reaches its maximum and has a negative impact on individuals if they cannot pay bills on time (Xu et al., 2022). Based on the explanation, the main research objectives were set, namely first, to determine the magnitude of the influence of excessive use of SNS on money attitude. Second, Excessive use of SNS impacts increasing credit application PayLater overuse behavior. The third is to get the influence of a controlled money attitude on credit application PayLater overuse behavior. This research has a writing structure, including a literature review in the second section, a research method in the third section, results, discussion, and implications of research in the fourth section, and the last is a conclusion in the fifth section.

## 2. Literature Review

### 2.1. Excessive use of SNS

SNS (Social Networking Sites) is a web-based service that allows individuals to carry out activities, including constructing public or semi-public profiles into existing systems, deciding which users want to share relationships, and traversing connections, that have been created in a system (Boyd & Ellison, 2011; Tarigan et al., 2022). SNS is an online-based platform or site used to build a communication network among fellow users with similar backgrounds, hobbies, and work activities. SNS is an application that gives users access to various activities such as creating personal profiles, inviting friends to access private profiles, and sending instant messages (Ang et al., 2015). The public better knows SNS as social media. SNS is also a communication tool multiplying and used by society members (Obar & Wildman, 2015; Siagian et al., 2022a; Cho, 2021). This is because SNS makes it easier for someone to exchange information globally using technology regardless of distance and time (Jan et al., 2017). Excessive use of SNS becomes problematic due to excessive use of time and even symptoms of addiction, low sensitivity, and social withdrawal (Dwivedi & Lewis, 2021).

Interaction between SNS users can be done in various ways, such as chat, instant messaging, email, video, voice message, file sharing, and group chat (Raza et al., 2020). Not only that but generally, these SNS sites also provide services for creating self-profiles, allowing each user to upload a photo of themselves and become friends with other users. SNS allows users to exchange information, discuss, communicate, and participate in virtual forms of social interaction as well as create and transfer certain content as needed (Cheung et al., 2015). SNS is an essential medium for expanding social networks in today's digital era. However, there is increasing evidence that some people spend most of their time on online SNS platforms until they show signs of addiction (Gao et al., 2023). Excessive use of SNS impacts someone behaving too worriedly thinking about SNS (Andreassen & Pallesen, 2013). A person is driven with a strong motivation to log in or open SNS sites and devote most of his time and effort to SNS sites resulting in disruption of social activities, study or work, interpersonal relationships, mental health, and self-worth (Andreassen et al., 2016). The condition of excessive use of SNS is when SNS is seen by individuals as an essential tool to relieve stress, loneliness, and depression experienced (Xu & Tan,

2012). If someone is accustomed to using SNS continuously, they will experience anxiety, sadness, decreased productivity, and feel lost when they cannot use SNS. Individuals will have high motivation to show their perfection through their online platforms. SNS is the right place for individuals to show themselves to the public according to what they want or do not want to show to others through online platforms. There are several criteria for someone indicated in excessive SNS use: salience, mood modification, tolerance, withdrawal symptoms, and conflict (Chen, 2019; Zheng & Lee, 2016).

## 2.2. Financial Behavior

Financial behavior or financial behavior is the ability or action taken by someone in managing and managing finances, starting from planning, spending, deviation, bookkeeping, supervision, and accountability of the financial resources they have. Financial behavior is based on the magnitude of a person's desire to fulfill his life needs following the level of income earned. Financial behavior is a person's attitude towards their finances, where their use is influenced by several things, such as personal desires or influences from the outside environment (Rizon et al., 2021). Financial behavior covers three financial aspects in a person's life: organizational behavior, spending behavior, and saving behavior. In general, spending behavior is carried out by individuals in spending or spending money that is considered pleasant. Everyone has different shopping behavior from one another (Sharif & Yeoh, 2018). This means that in practice, some individuals have shopping behavior for products/services following a pre-planned budget. However, on the other hand, some individuals shop beyond a predetermined budget (Lie et al., 2022). Individuals, especially young adults, tend to immediately spend their money on consumable products and ignore long-term financial planning like an investment (Zakaria et al., 2021). Individuals cannot control themselves when spending money, so they tend to overspend. Expenditure is no longer based on needs but only on desires.

A person's spending behavior can be formed through spending behavior carried out by individuals repeatedly so that these habits will shape individual behavior and personality (Aji & Adawiyah, 2022). Individual shopping habits can affect high consumption levels and poor financial management (Nguyen & Meng, 2016). Spending behavior can also be said to be a behavior or habit of shopping related to money (Zakaria et al., 2021).

## 2.3. Money Attitude

Most people think that the functions/uses of money are the same, but one's behavior in relation to money is what makes it different (Gasiorowska, 2014). Individual attitudes toward money are influenced by various factors such as childhood experience, education, and financial and social status (Nga & Yeoh, 2015). Money attitude is a person's understanding and attitude about the meaning of money as an essential part of life, a source of respect, quality of life, and freedom (Sharif & Yeoh, 2018). Everyone certainly has an understanding and interpretation of money that is certainly different from one another. Differences in individual money attitudes have a role that significantly influences individual attitudes at work, consumption styles, savings, debt, investment, and individual perceptions of income (Gasiorowska & Helka, 2012).

Money is significant for individuals in living everyday life. Money can motivate and influence individuals in making purchasing decisions. Individuals in using money not only associate value, use, and wealth but also associated with various kinds of emotions. This shows that individual thoughts about money will influence the actions or behavior of that person. If

someone has positive thoughts about money, this will lead to positive individual behavior in managing money (Aji & Adawiyah, 2022). A person's behavior related to money will also be self-motivated to shape individual behavior in spending the money they have (Aw et al., 2018). Based on the money attitude scale, it has money anxiety, money power, money distrust, money quality, and money retention time (Sharif & Yeoh, 2018; She et al., 2023). The dimension when someone uses the internet in SNS excessively will make a money attitude to do impulse buying so that it looks better than social media members. The dimensions that describe are the dimensions of money anxiety, money power, and money trust.

#### 2.4. Relationship between Research Variable Concepts

##### 2.4.1. Excessive use of SNS with Money Trust, Money Power, and Money Anxiety.

SNS users can be affected by personal comfort related to the content shared by members by showing a comparison of branded and luxury consumer goods, so there is a desire to own it (Ho & Ito, 2019). Individuals can show items that are owned on social media that are connected to other users and can give effect to immediately own these items so that they can show selfies contributing (Presi et al., 2016). Money is needed to own luxury and branded goods (Godey et al., 2016). Everyone has a different way of using money and the functions of money that can influence a person's behavior (Gasiorowska, 2014). Sharif & Yeoh (2018) suggest that, more often, individuals' access to SNS will motivate individuals to show successful, strong, and prestigious identities by imitating the appearance/opinion of role models currently popular on social media, and thus, this will affect individual spending behavior. Individuals who use social media can use payments when consuming goods online, affecting how money is used (Tarigan et al., 2022). Individuals who often use SNS but can control their attitude toward money will bring good use of money, but showing an attractive and popular appearance for others can be accommodated. Excessive use of SNS harms financial control, including online purchases (Sharif et al., 2022). Sharif and Yeoh (2018) state that excessive use of SNS positively impacts money anxiety, money power, and money distrust in young adults in Malaysia.

The money anxiety dimension illustrates that a person sees money as a source of anxiety and has the notion that money is negatively correlated with objective-subjective wealth finance (Gasiorowska, 2014). The money anxiety dimension concerns the anxiety experienced by individuals because they do not have enough money to buy the things they want. The result is that even though someone has anxiety about their money, they tend to spend it on shopping. Gasiorowska (2014) relates this concept to the condition of someone who has several attitudes, such as a lack of assertiveness, intolerance, and low self-esteem. Excessive use of SNS for individuals to represent themselves sometimes has a positive relationship with feelings of anxiety (Chen, 2019). This anxiety impacts individual psychology, so they want to show something luxurious and brand in nature, become role models for other consumers, and connect directly online through social media (Godey et al., 2016). Someone's intention to own the item instantly results in a money attitude with money anxiety.

The second dimension is money power, which shows that individuals believe money symbolizes individual success. Individuals who hold firmly to these beliefs will use money as a tool to impress others or even to gain social recognition. Individuals who still rely on status will tend to use excess products to make them look more dominant compared to other members. This condition causes someone to want to have something that exceeds the members in their group and tends to share personal profiles and can invite friends to access personal profiles. Individuals use

the money to be considered necessary, easily give impressions to others, excellence in having something with money is prestige, and often do excessive things to make a self-profile (Sharif & Yeoh, 2018). Material wealth is the essential indicator determining a person's social status and level in today's modern era. Individuals believe that having money will be able to determine other factors such as status, success, awards, and prestige (Nga & Yeoh, 2015).

The second dimension is money trust, indicating that there is a belief that money can make something valuable and helpful according to the needs of everyone. Someone can make a good purchase decision (Aw et al., 2018). Someone will also tend to be controlled to spend money and be sensitive to the price of goods (Nguyen & Meng, 2016). The use of finances that individuals can ascertain can ensure that their finances can positively influence fellow online users (Castro-Gonzalez et al., 2020). A person's ability to manage finances well will be able to control expenses and have the extra money to maintain a lifestyle that can increase trust (Saurabh & Nandan, 2018). Excessive use of SNS hurts financial attitude and financial behavioral control in young working adults in Malaysia (She et al., 2023).

Based on this explanation, the research hypothesis can be determined as follows:

- H1: Excessive use of SNS has an impact on money trust.
- H2: Excessive use of SNS has an impact on money power.
- H3: Excessive use of SNS has an impact on money anxiety.
- H4: Money Trust can have an impact on money power.

#### 2.4.2 Excessive Use of SNS with Credit Overuse Behavior.

In fact, individuals use SNS to self-represent and self-brand (Raza et al., 2020; Obar & Wildman, 2015). Individuals tend to use SNS excessively due to a lack of self-representation (Gao et al., 2023). As a result, individuals will tend to try to show off the items purchased through their SNS sites to be seen as good or attractive by other individuals (Cheung et al., 2015). SNS is used as a source of information and a goal/standard to be achieved, which will ultimately influence a person's spending behavior (She et al., 2023; Cho, 2021). SNS helps increase self-esteem but reduces self-control, which ultimately encourages individuals to behave irrationally, such as excessive spending (Wilcox & Stephen, 2013). Individual behavior that is carried out to get the desired material without thinking more critically about the material is really needed. With the development of technology, individuals can shop using credit services such as credit cards and the PayLater application (Felipe et al., 2023; Modesto Veludo-de-Oliveira et al., 2014). Individuals are not burdened with owning money in digital wallets because payments will be suspended at the end of the period, leading to overspending (Nugroho et al., 2023). This is because individuals often need to think about consumer goods and have the assumption that they can repay in the future. In addition, individuals can search for products in e-commerce by using social networking sites (Jan et al., 2017; Rizon et al., 2021). Research conducted by Thoumrungrroje (2018) is in line with the explanation of the theory above, which shows a research result that the higher the use of individual SNS will affect the individual spending related to the money they have, especially by using credit services excessively which provides much convenience in a transaction.

- H5: Excessive use of SNS positively impacts credit overuse behavior.

### 2.4.3. Money Attitude (Money Trust, Money Anxiety, and Money Power) with Credit Overuse Behavior.

Money attitude with the dimension of money distrust that individuals who care too much about the price of an item are less likely to have excessive spending behavior (She et al., 2023; Xu et al., 2022; Aw et al., 2018). An individual who accesses excessive SNS provides an excellent opportunity for individuals to continue to compare prices between one place and another to get an item at the minimum possible price, leading to delays in individual shopping activities (Sharif & Yeoh, 2018). Money distrust makes individuals want to avoid spending money or being sensitive to the price of a good consumed (Rizon et al., 2021). Especially with the PayLater application, individuals will pay more attention to spending because if the expenditure is greater, the bill at the end of the period will be even greater and will lead to the imposition of fines if they are unable to pay bills on time (Sari, 2021). On the other hand, every transaction made will incur a transaction fee/handling fee, making individuals think more critically about shopping for what is needed. This refers to the behavior of individuals with high self-control regarding their spending (Wilcox & Stephen, 2013). Individuals who tend to compare existing prices will be compelled to discourage shopping, especially if the item has a high price, and will eventually make spending close to the application PayLater limit they have. Therefore, the various information available on the SNS platform will make individuals doubt purchasing goods. In line with this, Nguyen and Meng (2016) state that price comparisons made by individuals will make individuals doubt their ability to make good purchasing decisions.

Money anxiety that individuals who have excessive SNS access will tend to frequently make financial comparisons by showing off material possessions with friends from SNS sites (She et al., 2023). This comparison will trigger anxiety and discomfort (financial insecurity) with financial conditions, ultimately affecting individual spending behavior (Felipe et al., 2023). This suggests that the motivation of individuals who tend to overspend is to reduce their anxiety about money. This goes hand in hand with the opinion of Xu et al. (2022), which states that individuals who try to escape from their anxiety towards money (money anxiety) are considered as the main motivation for showing excessive spending behavior. Money motivates or provokes individuals to overspend. Especially when individuals use the application PayLater as a payment method in shopping, of course, they can easily make spending just by clicking on payment. On the other hand, when there are attractive promos offered through the SNS site, individuals will feel at a loss and worry (money anxiety) if they miss this opportunity and end up overspending by shopping using the application PayLater service they have where the application PayLater service is also connected with e-commerce so that it makes it easier for individuals to shop for the desired product. The lifestyle solution offered by SNS is, in fact, a fake that promises that spending or consuming certain items, following the lifestyle of a role model, and comparing themselves to other individuals will create satisfaction for the individual and change their lifestyle (Sharif & Yeoh, 2018).

In the dimension of money power, Felipe et al. (2023) explained that individuals who overspend will tend to buy goods to show their social level. Sharif & Yeoh (2018) argue that, more often, individuals' access to SNS will motivate individuals to show successful, strong, and prestigious identities by imitating the appearance/opinions of famous role models on social media, affecting individual spending behavior. In line with this, Lees et al. (2022) said that money is the basis for individuals to influence and as an attraction/tool to impress other individuals. This shows

that individuals who use SNS excessively will be more motivated to show a strong, successful, and prestigious identity to other individuals through the SNS platform they have, and this will encourage individuals to spend excess money to show power and their status especially when individuals shop using the application PayLater as a payment method (Sari, 2021). They have used the application PayLater services and the perspective of money power. Individuals will need stronger self-control, and where individuals will try to show themselves by posting the items they have on SNS sites to show social status, and without worrying about ownership of the money in digital wallets because bill payments will be paid later. On the other hand, individuals can choose the installment tenor if they cannot pay the total payment bill at the end of the loan period. Thus, money is used as a tool of power, and a measure of individual success, and the result is that individuals tend to find it difficult to feel satisfied even though consumption of goods continues to increase.

H6: Money trust has an impact on credit overuse behavior.

H7: Money power has an impact on credit overuse behavior.

H8: Money anxiety has an impact on credit overuse behavior.

Based on the explanation and the relationship between the research concepts, a conceptual research model can be determined in Figure 1.

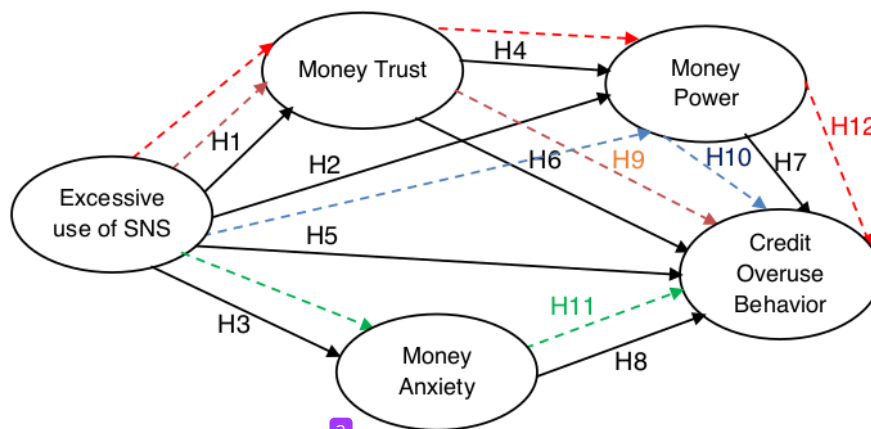


Figure 1. Conceptual Research Model

Based on Figure 1, the research hypothesis can be determined indirectly, namely:

H9: Excessive social networking sites use influences credit application PayLater overuse behavior through money trust.

H10: Excessive social networking sites use influences credit application PayLater overuse behavior through money power.

H11: Excessive social networking sites use influences credit application PayLater overuse behavior through money anxiety.

H12: Excessive social networking sites use influences credit application PayLater overuse behavior through money trust and money power.

### 3. Research Method

Determination of the sample in this study was determined as young adults who have Facebook, Instagram, and Twitter social media accounts. Respondents were given jobs and income that can be controlled independently to fulfill the concept of money attitude properly. Data was collected by giving questionnaires via the Google Form link and distributed via email, WhatsApp, and Line groups. The results of the distribution questionnaires obtained as many as 210 respondents. Data processing is focused on users who have made purchases using the PayLater application credit system. Data collection uses a questionnaire with a Likert scale. Respondents who filled out the questionnaire ranged in age from 21 to 30 years (average 24.59 years and standard deviation of 2.8131) and were 38% male and 62% female. The results of distributing the questionnaires showed that 43% of the respondents were married, and 57% were still single. Use of the internet and generally using social media Facebook, Instagram, Twitter, e-commerce, TikTok, and others range from  $2 \leq - \leq 3$  hours a day by 35%,  $3 < - \leq 5$  hours a day by 47%, while  $> 5$  hours is 17%, while the remaining 1% is less than 2 hours. Respondents also indicated that they had purchased products on credit but using the application pay later with the spread of making purchases  $< 2$  times by 22%,  $2 \leq - \leq 4$  times by 31%,  $4 < - \leq 6$  times by 43% and the rest were more than six times. The use of purchases made with the PayLater application with a relatively affordable amount in payment compared to the results of income. The average costs incurred when purchasing products with the PayLater application are  $< \text{IDR } 100,000$  by 15%,  $\text{IDR } 100,000 \leq - \leq \text{IDR } 300,000$  by 27%,  $\text{IDR } 300,000 < - \leq \text{IDR } 500,000$  by 36%, and the rest is more than IDR 500,000. However, one respondent used the application PayLater for more than IDR 2000,000. Respondent's income was obtained from the results of data collection showing that  $< \text{IDR } 5,000,000$  was 12%,  $\text{IDR } 5,000,000 \leq - \leq \text{IDR } 7,500,000$  was 34%,  $\text{IDR } 7,500,000 < - \leq \text{IDR } 10,000,000$  was 47%, and the rest 7% have income  $> \text{IDR } 10,000,000$ . They tested the research hypothesis using partial least squares as a form of data analysis. Instrument measurements determine the subsequent analysis with the goodness of fit outer and inner models (Khan et al., 2019). The convergent validity test determines the outer model in measurement, and the reliability scale and discriminant validity are shown in Table 1.

Table 1. Validity and Reliability of Measurement Items

Item Measurement	Mean	Loading	Composite Reliability	Cronbach Alpha	AVE
<b>Excessive SNS use (ESNSU)</b>	<b>3.6845</b>				
Worried about not connecting to the internet (ESNSU1)	3.7791	0.712	0.846	0.777	0.525
Spending much time with social media (ESNSU 2)	4.0517	0.660			
Using social media as a pleasure (ESNSU 3)	3.4652	0.787			
Get the latest information from social media (ESNSU 4)	3.6927	0.757			
The use of social media needs to remember the main task (ESNSU 5).	3.4339	0.701			
<b>Money Trust (MT)</b>	<b>4.1775</b>				
Price of goods as expected (MT1)	4.2211	0.808	0.815	0.704	0.526
Goods obtained at the best price (MT2)	4.1424	0.695			
Spending money as needed (MT3)	3.9950	0.734			
Cheap-price shopping is fun (MT4)	4.3515	0.655			
<b>Money power (MP)</b>	<b>4.0025</b>		0.871	0.807	0.629

Money can make more impressions (MP1)	3.9760	0.805			
Money shows self-existence (MP2)	4.0320	0.719			
Money makes association easier (MP3).	4.0234	0.765			
Money makes it easy to have goods (MP4)	3.9785	0.873			
<b>Money Anxiety (MA)</b>	<b>3.3874</b>				
Worried about not having enough money (MA1)	3.6130	0.683			
Worry about not being able to make ends meet (MA2)	3.5642	0.727	0.841	0.766	0.571
Worried about not being able to buy discounted goods (MA3)	3.2702	0.823			
Spending money to have fun things (MA4)	3.9023	0.784			
<b>Credit application PayLater overuse behavior (SBCP)</b>	<b>4.1478</b>				
Buy products easily (SBCP1)	4.2557	0.808			
Pay affordable PayLater with credit cards (SBCP2)	4.3403	0.825	0.897	0.848	0.686
Using unplanned PayLater (SBCP3)	3.8261	0.829			
Pay Later provides attractive promotions (SBCP4)	4.1692	0.851			

The inner model obtained is based on the values in Table 1, that the average value of the excessive SNS use variable with an average value of 3.6845 indicates that respondents have used SNS on an ongoing basis so that excessive SNS use can continue to exist. The average value for money trust is 4.1775, which indicates that respondents believe that the money they have can buy products as they wish. Money power, which shows the strength of the benefits of money, is 4.0025, which indicates that the respondent has the power to own goods and increase self-identity. Money anxiety shown in Table 1, with a magnitude of 3.3847, indicates a sense of anxiety related to the need for money and the ability to use it as you wish. Finally, for credit application PayLater overuse behavior, a value of 4.1478 was obtained, which stated that respondents could easily use PayLater and pay for it. The validity test has met the requirements because the loading factor value is greater than 0.5 (the lowest loading factor value is 0.655 in item cheap price shopping is fun (MT4)). In contrast, the reliability test has fulfilled the requirements exceeding 0.7 (the lowest composite reliability value in the money trust variable is 0.815). The goodness of fit outer model has met the predetermined requirements. The goodness of fit inner model is determined by the model's predictive value with the Q-square value based on the results of the R-square calculation (Hair et al., 2019). The R-square value of the Money Trust (MT) variable is 0.285, Money Power (MP) is 0.257, Money Anxiety (MA) is 0.119, and credit application PayLater overuse behavior (SBCP) is 0.424. The Q-square value is obtained for  $Q\text{-Square} = 1 - [(1 - R_1^2) \times (1 - R_2^2) \times (1 - R_3^2) \times (1 - R_4^2)] = 1 - [(1 - 0.285) \times (1 - 0.257) \times (1 - 0.119) \times (1 - 0.424)] = 1 - [0.6939] = 0.3061$  is greater than 0, then the model predictive research.

#### 4. Analysis and Discussions

Data processing is carried out to the next stage to get the results of testing the research hypothesis. Testing the research hypothesis can be accepted if the t-statistic value is greater than 1.96 or the p-value is less than 0.05. The data processing results were obtained in the path coefficient test in Figure 1 and the hypothesis test in Table 2.

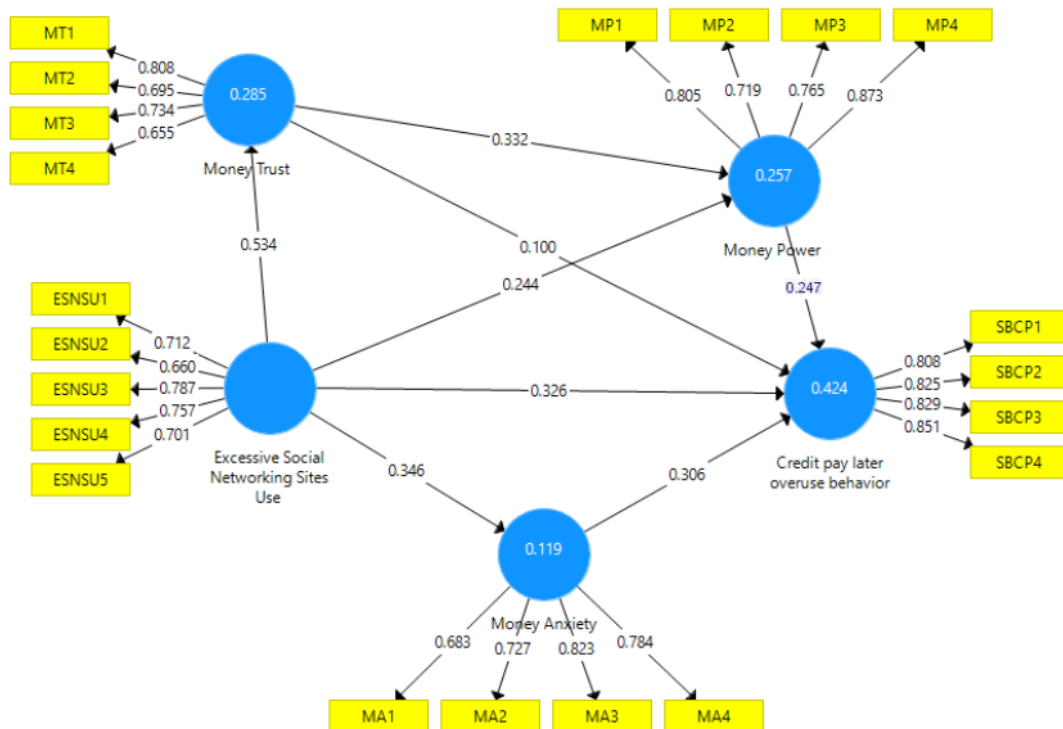


Figure 1. Research Path Coefficient Test

Table 2. Results of the Hypothesis Test

Path Coefficient	Original Sample (O)	T Statistics ( O/STDEVI)	P Values
Excessive Social Networking Sites Use → Money Trust (H1)	0,534	7,331	0,000
Excessive Social Networking Sites Use → Money Power (H2)	0,244	2,124	0,034
Excessive Social Networking Sites Use → Money Anxiety (H3)	0,346	3,037	0,003
Money Trust → Money Power (H4)	0,332	3,162	0,002
Excessive Social Networking Sites Use → Credit PayLater overuse behavior (H5)	0,326	3,186	0,002
Money Trust → Credit PayLater overuse behavior (H6)	0,100	0,810	0,418
Money Power → Credit PayLater overuse behavior (H7)	0,247	2,069	0,041
Money Anxiety → Credit PayLater overuse behavior (H8)	0,306	2,357	0,019
Excessive Social Networking Sites Use → Money Trust → Credit PayLater overuse behavior (H9)	0,053	0,777	0,438
Excessive Social Networking Sites Use → Money Power → Credit PayLater overuse behavior (H10)	0,109	1,971	0,047

Excessive Social Networking Sites Use -> Money Anxiety -> Credit PayLater overuse behavior (H11)	0,106	2,082	0,038
Excessive Social Networking Sites Use -> Money Trust -> Money Power -> Credit PayLater overuse behavior (H12)	0,102	1,804	0,065

Based on Table 2, H1 is obtained, namely excessive social networking sites use on money trust of 0.534 with a t-statistic of 7.331 ( $> 1.96$ ) and a p-value of 0.000 ( $< 0.05$ ) so that the hypothesis can be accepted. Excessive social networking sites use has a positive effect on increasing money trust. Using social media as a pleasure and getting the latest information from social media makes someone's excessive SNS use impact money attitudes with the dimension of the money trust. Excessive use of SNS enables a person to determine the price of goods according to expectations and spend money according to needs if they have reasonable control.

The second hypothesis (H2) is indicated by excessive social networking sites use of money power of 0.244 with a t-statistic of 2.124 ( $> 1.96$ ) and a p-value of 0.034 ( $< 0.05$ ), so the hypothesis can be accepted. Excessive social networking sites use has a positive effect on increasing money power. Obtaining the latest information from social media and worrying about not being connected to the internet as a form of excessive SNS use impact money attitude with the dimension of money power. Excessive SNS use can impact a person's behavior related to money as a means of convenience to own goods and impress SNS members. H3 is indicated by excessive social networking sites use of money anxiety of 0.346 with a t-statistic of 3.037 ( $> 1.96$ ) and a p-value of 0.003 ( $< 0.05$ ) so that the hypothesis can be accepted. Excessive social networking sites use has a positive effect on increasing money anxiety. Worries about not being connected to the internet as a form of excessive SNS use impact money attitudes with the dimensions of money anxiety, namely the feeling of not being able to buy discounted goods and worrying when you cannot meet your needs.

The fourth hypothesis (H4) is indicated by money trust in money power of 0.332 with a t-statistic of 3.162 ( $> 1.96$ ) and a p-value of 0.002 ( $< 0.05$ ), so the hypothesis can be accepted. Money trust has a positive effect on increasing money power. Money attitude with the dimension of money trust with the item that the price of goods is as expected, spending money according to needs and money can be used to obtain goods at the best price can provide an increase in money power with the formation of money making it easier to own goods and socialize more easily. H5 is indicated by excessive social networking sites use of credit application PayLater overuse behavior of 0.326 with a t-statistic of 3.186 ( $> 1.96$ ) and a p-value of 0.002 ( $< 0.05$ ) so that the hypothesis can be accepted. Excessive social networking sites use has a positive effect on increasing credit application PayLater overuse behavior. These results indicate that individuals who use social media for pleasure and get the latest information from social media can determine increases in credit application PayLater overuse behavior. This forms a person's behavior in using the PayLater application because the application PayLater provides attractive promotions and can be used unplanned.

The sixth hypothesis (H6) is indicated by money trust towards credit application PayLater overuse behavior of 0.100 with a t-statistic of 0.810 ( $< 1.96$ ) and a p-value of 0.418 ( $> 0.05$ ), so the hypothesis is rejected. Money trust does not affect credit application PayLater overuse behavior. Money attitude with the dimension of money trust with the price of goods according to expectations and spending money as needed does not impact credit application PayLater overuse behavior. The use of money by an individual with confidence that they can control it so that the use of credit application PayLater can be controlled. H7 is shown by money power on credit application PayLater overuse behavior of 0.247 with a t-statistic of 2.069 ( $> 1.96$ ) and a p-value

of 0.041 ( $<0.05$ ), so the hypothesis can be accepted. Money power has a positive effect on credit application PayLater overuse behavior. Money attitude with the dimension of money power, as shown by money, makes it easy to own goods, can make people more impressed and interact more easily, and can impact credit application PayLater overuse behavior with the formation of unplanned application PayLater use. 28 is shown by money anxiety towards credit application PayLater overuse behavior of 0.306 with a t-statistic of 2.357 ( $> 1.96$ ) and a p-value of 0.019 ( $<0.05$ ), so the hypothesis can be accepted. Money anxiety has a positive effect on credit application PayLater overuse behavior. Money attitude with the dimension of money anxiety with items worrying about being unable to buy discounted items and spending money to have fun items impacts credit application PayLater overuse behavior. This condition causes unplanned use of the application PayLater and makes the application PayLater an exciting thing.

The ninth (H9) – twelfth (H12) are intervening hypotheses. H9, which is shown by excessive social networking site use, influences credit application PayLater overuse behavior through money trust of 0.053 with a t-statistic of 0.777 ( $<1.96$ ) and a p-value of 0.438 ( $>0.05$ ), so the hypothesis is rejected. Excessive social networking sites use has no effect on credit application PayLater overuse behavior through money trust. H10, which is shown by excessive social networking site use, influences credit application PayLater overuse behavior through money power of 0.109 with a t-statistic of 1.971 ( $> 1.96$ ) and a p-value of 0.047 ( $<0.05$ ), so the hypothesis is accepted. Excessive social networking sites use influences credit application PayLater overuse behavior through money power. H11, which is shown by excessive social networking site use, influences credit application PayLater overuse behavior through money anxiety of 0.106 with a t-statistic of 2.082 ( $> 1.96$ ) and a p-value of 0.038 ( $<0.05$ ), so the hypothesis is accepted. Excessive social networking sites use affects credit pay and later overuse behavior through money anxiety. H12, which is shown by excessive social networking site use, influences credit application PayLater overuse behavior through money trust and the money power of 0.102 with a t-statistic of 1.804 ( $> 1.65$ ) and a p-value of 0.065 ( $<0.1$ ) so that the hypothesis is accepted. Excessive social networking sites use influences credit application PayLater overuse behavior through money trust and money power. The study results have a practical contribution for internet users to be able to use the internet as needed and not overuse the available time so that anxiety behavior caused by social media can be reduced. SNS users must pay attention to their respective roles in the family, office and adequate communication in the community. Internet users who are connected to SNS need to be self-aware in creating personal profiles and adapting self-representation that can build togetherness and become role models for other users (Gao et al., 2023). Internet users also need to consider appropriate needs, not based on desires, so that the use of the money they have remains functional and under control. The research's theoretical contribution is enriching the money attitude theory in using the internet and social media, which can be controlled on an ongoing basis.

3

## 5. Conclusion

Based on the results of data processing and discussion on research using social networking sites need to be controlled according to the needs of everyone to be able to share useful information, as well as togetherness in solving problems faced by fellow members. Collaboration among members on social media can contribute to solving problems among individuals. The research focuses on excessive social networking sites used by young adults. The research results can be determined that excessive social networking sites use is indicated that using social media as a pleasure and getting the latest information from social media impacts money attitude with the dimensions of

money trust, money power, and money anxiety. Money attitude with the dimension of trust, namely the price of goods according to expectations, spending money according to needs, and money that can be used to obtain goods at the best price, can increase money power and have no impact on credit application PayLater overuse behavior. Money attitude with the anxiety dimension, as indicated by the worry of being unable to buy discounted goods and spending money to have fun items, impacts credit application PayLater overuse behavior. By using the unplanned application PayLater and making the application PayLater more attractive. Money power has a positive effect on credit application PayLater overuse behavior. Money attitude with the dimension of money power, as shown by money, makes it easy to own goods, can make people more impressed and interact more easily, and can impact credit pay later overuse behavior. The study results show that individuals who use excessive social networking sites have an impact on increasing credit application PayLater overuse behavior through money attitude. This research is still limited to young adults aged 21 to 30 years and already have income independently as workers or business people, so it needs to be developed for a more varied range of respondents. Excessive use of the internet needs to be linked to the use of money and work productivity.

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