

## The Influence of Cashless Transaction Usage on Generation Z's Consumptive Behavior Moderated by Hedonic Lifestyle

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### ABSTRACT

This study aims to examine the influence of cashless transaction usage on Generation Z's consumptive behavior and to determine whether hedonic lifestyle moderates the relationship. The research was conducted using a quantitative cross-sectional approach. Data were collected from 123 Generation Z respondents in Blitar City and its surrounding areas through a structured questionnaire. The questionnaire measured cashless transaction usage, consumptive behavior, and hedonic lifestyle. Data were analyzed using IBM SPSS Statistics and Hayes' PROCESS macro (Model 1) for moderation analysis. The results showed that the overall model was statistically significant and explained 56.4% of the variance in consumptive behavior. However, cashless transaction usage did not have a significant direct effect on consumptive behavior. Hedonic lifestyle also did not significantly moderate the relationship. Instead, hedonic lifestyle had a strong direct positive effect on consumptive behavior. These findings indicate that hedonic lifestyle, rather than cashless payment habits, is the main driver of impulsive and excessive consumption among Generation Z in this regional setting. The study contributes to consumer behavior theory by showing the important role of lifestyle factors in a cashless economy. Practically, the results can help fintech companies, educators, and policymakers create better programs to promote responsible spending among young people.

**Keywords:** *Cashless Transaction, Generation Z, Consumptive Behavior, Hedonic Lifestyle, Digital Payment, Indonesia*

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### INTRODUCTION

The rapid proliferation of cashless transactions has fundamentally reshaped modern economies, particularly through digital wallets and mobile payment systems that offer unprecedented convenience and speed (Lee et al., 2022). In emerging markets, adoption rates have accelerated dramatically due to technological infrastructure improvements and post-pandemic behavioral shifts toward contactless interactions. Statistical evidence reveals that mobile wallet usage among Generation Z reached 91% in recent years, with frequent transactions (five or more per month) climbing to 41% for peer-to-peer and mobile wallets (Belmonte et al., 2024). In Indonesia, QRIS transaction volumes

surged significantly year-on-year, supported by widespread merchant adoption exceeding 40 million points and user bases approaching 58 million (Kurniati et al., 2025). Generation Z, comprising a substantial portion of the population and characterized as digital natives born between 1997 and 2012, leads this transition with high engagement in e-wallets for daily purchases. This demographic's seamless integration with fintech applications has reduced friction in spending, often bypassing traditional cash-based constraints. Consequently, consumer psychology has evolved, where the "pain of paying" diminishes, potentially fostering elevated expenditure levels (Goyal, 2024). International surveys further corroborate that Gen Z prefers cashless methods in over 70% of transactions, driven by security features and promotional incentives. Such trends highlight the urgency of investigating downstream behavioral impacts on this cohort.

Generation Z's consumptive behavior manifests as a tendency toward impulsive and excessive purchasing, often prioritizing immediate gratification over long-term financial planning (Utomo et al., 2023). This pattern is amplified by exposure to social media marketing and e-commerce platforms that integrate seamless payment gateways. Empirical data indicate that cashless systems correlate with heightened spending frequency, as users report lower perceived financial loss compared to physical currency (Lee et al., 2022). In contexts like Indonesia, Gen Z consumers' exhibit elevated consumptive tendencies linked to digital lifestyle factors, with studies showing positive associations between e-wallet frequency and overall expenditure (Kurniati et al., 2025). Hedonic motivations, including pleasure-seeking through shopping experiences, further fuel this behavior among young adults. Previous research demonstrates that reduced transaction visibility in cashless environments encourages spontaneous buys, particularly for non-essential items (Goyal, 2024). The risks associated with unchecked consumption include rising personal debt and diminished savings rates among this generation. Yet, not all individuals respond uniformly, suggesting moderating psychological factors at play. Understanding these dynamics is critical amid Gen Z's entry into the workforce and broader economic participation.

Cashless transaction usage exerts a direct positive influence on consumptive behavior by lowering psychological barriers to spending and enhancing perceived control over purchases (Belmonte et al., 2024). Users experience heightened enjoyment from frictionless payments, which in turn predicts impulsive buying episodes (Lee et al., 2022). Systematic reviews confirm consistent empirical support for e-wallet adoption correlating with increased consumer spending among Generation Z cohorts (Kuswardhani et al., 2025). In Islamic banking and general fintech settings, digital wallets indirectly boost consumption through fostering a cashless society mindset that prioritizes convenience (Kurniati et al., 2025). This linkage is particularly pronounced in Gen Z due to their tech-savviness and habitual reliance on mobile applications. However, the relationship is not universally linear, as individual lifestyle orientations may intensify or attenuate effects. International evidence from Southeast Asia aligns with these patterns, showing social influence and perceived value as key drivers of adoption that spill over into spending habits (Belmonte et al., 2024). Consequently, the urgency arises to explore conditional factors that explain variability in outcomes.

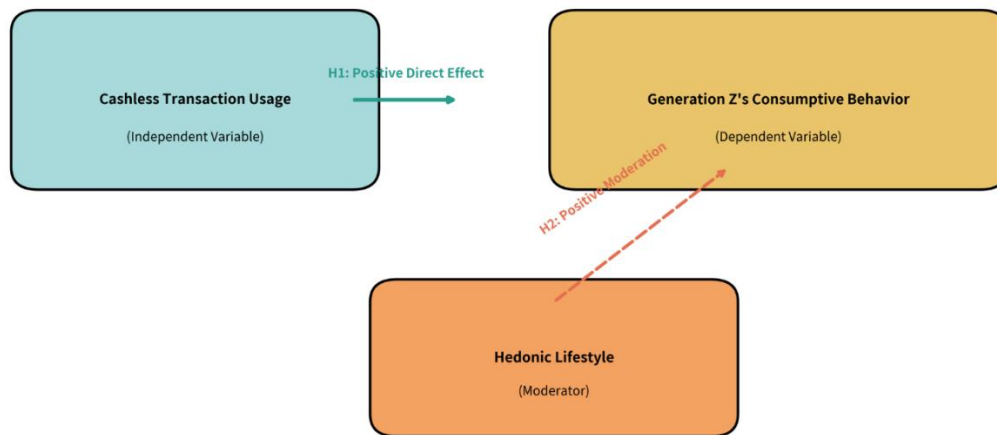
Hedonic lifestyle, defined as a pursuit of pleasure, excitement, and sensory gratification through consumption activities, serves as a critical psychological moderator in contemporary consumer research (Utomo et al., 2023). Individuals high in hedonic orientation derive intrinsic enjoyment from shopping processes, often viewing purchases as experiential rewards rather than utilitarian necessities. This mindset aligns closely with cashless systems that enable instant gratification without immediate financial reflection. Empirical findings reveal that hedonic digital lifestyles significantly predict consumptive e-shopping patterns among Generation Z via e-commerce platforms (Utomo et al., 2023). In parallel, mobile payments have been shown to trigger hedonic mindsets, elevating preferences for pleasurable products and impulsive decisions (Riyani, 2026). The moderation potential lies in how hedonic traits amplify the cashless-consumptive link by enhancing emotional responses to seamless transactions. Gen Z, immersed in digital environments, frequently embodies this lifestyle, blending fashion interests and experiential consumption. Thus, examining hedonic lifestyle provides deeper insight into why some users exhibit stronger behavioral responses than others.

State-of-the-art research has extensively documented direct associations between cashless payments and heightened consumptive or impulsive behaviors in young consumers (Lee et al., 2022; Goyal, 2024). Systematic reviews underscore positive correlations between e-wallet frequency and spending escalation, particularly in Gen Z populations across Asia (Kuswardhani et al., 2025; Efriyanto et al., 2025). Studies employing extended TAM and UTAUT models highlight perceived ease, usefulness, and enjoyment as mediators, yet rarely isolate hedonic lifestyle as a boundary condition (Belmonte et al., 2024). Indonesian and regional investigations confirm cashless societies mediate digital wallet effects on consumption but overlook personality moderators like hedonism (Utomo et al., 2023). Earlier foundational works on impulse buying and hedonic consumption establish theoretical bases, yet contemporary applications to fintech remain fragmented (Rook, 1987; Babin et al., 1994). Gaps persist in integrating moderation analyses within Gen Z-specific, emerging-market contexts, where digital acceleration post-pandemic has intensified phenomena. This leaves unexplored the conditional strengthening role of hedonic orientations, representing a clear novelty opportunity. The urgency stems from Gen Z's economic influence and potential long-term financial vulnerabilities.

The present research addresses this lacuna by investigating the moderating role of hedonic lifestyle on the cashless-consumptive nexus, offering both theoretical advancement and practical relevance amid rapid fintech evolution. Novelty arises from its focus on conditional mechanisms in an understudied Indonesian Gen Z sample, extending beyond direct-effect models prevalent in SOTA (Lee et al., 2022; Kurniati et al., 2025). Importance is underscored by societal implications, including sustainable consumption promotion and financial literacy interventions for youth. Prior studies affirm cashless-driven spending risks but lack moderator specificity, justifying the current empirical contribution (Utomo et al., 2023; Goyal, 2024). This inquiry aligns with global calls for nuanced behavioral fintech research in digital-native cohorts. Consequently, findings promise to sharpen policy and educational strategies targeting responsible digital consumption.

The primary research question guiding this study is: To what extent does cashless transaction usage influence Generation Z's consumptive behavior, and does hedonic lifestyle moderate this relationship? Secondary questions probe the strength and direction of direct and moderated effects. Research objectives include examining the direct influence of cashless usage on consumptive behavior, analyzing hedonic lifestyle's moderating impact, and identifying implications for consumer well-being. Hypothesis 1 posits that cashless transaction usage positively influences Gen Z's consumptive behavior. This hypothesis is strongly supported by multiple empirical studies demonstrating that the convenience and reduced psychological friction of e-wallets significantly elevate impulsive and consumptive tendencies among young digital-native consumers (Lee et al., 2022; Goyal, 2024; Kuswardhani et al., 2025; Efriyanto et al., 2025). Hypothesis 2 states that hedonic lifestyle positively moderates the relationship, strengthening the positive effect at higher hedonic levels. This moderation is grounded in evidence showing that pleasure-seeking orientations interact with cashless payment ease to amplify emotional gratification and spontaneous spending, thereby intensifying the cashless-consumptive linkage (Riyani, 2026; Rochma, 2025; Utomo et al., 2023). These hypotheses stem from integrated consumer behavior theories (e.g., S-O-R framework) and technology acceptance models (e.g., extended UTAUT2). The study employs quantitative survey methods with moderation analysis for hypothesis testing. Overall, this framework provides a structured lens for empirical validation while addressing clear theoretical gaps.

**Figure 1. Conceptual Framework**  
**The Influence of Cashless Transaction Usage on Generation Z's Consumptive Behavior**  
**Moderated by Hedonic Lifestyle**



Theoretical Foundation: Stimulus-Organism-Response (S-O-R) Model + Hedonic Consumption Theory

Benefits of the research encompass theoretical contributions to consumer psychology literature by elucidating moderation mechanisms in fintech contexts (Utomo et al., 2023; Lee et al., 2022). Practically, findings inform fintech developers, policymakers, and educators on designing interventions that curb excessive consumption while promoting financial resilience among Gen Z. Societal gains include enhanced awareness of hedonic

influences on digital spending, aiding sustainable lifestyle promotion. Limitations include potential self-report biases in behavioral measures and a cross-sectional design that precludes causality inferences over time. The sample focuses on Indonesian Gen Z, limiting generalizability to other demographics or cultures. Future extensions could incorporate longitudinal data or experimental manipulations. Despite these constraints, the study advances urgent dialogues on digital consumption ethics. Collectively, it bridges SOTA gaps with actionable insights for stakeholders.

## METHOD

This study employs a quantitative research design utilizing a cross-sectional approach to investigate the relationships among cashless transaction usage, hedonic lifestyle, and Generation Z's consumptive behavior. Cross-sectional designs are particularly suitable for examining associations among variables at a single point in time, especially in emerging fintech and consumer behavior contexts where rapid technological adoption necessitates timely empirical insights (Goyal, 2024; Huwaida et al., 2024). The quantitative paradigm enables statistical testing of hypothesized relationships through structured measurement and inferential analysis, aligning with established practices in Generation Z consumer studies across Southeast Asia (Tran et al., 2026; Firmansyah et al., 2023). By focusing on a specific demographic in Blitar City, East Java, Indonesia, the approach facilitates generalizable patterns within a localized yet representative urban-rural transition setting. This design supports the examination of direct and moderated effects without requiring longitudinal tracking, which is resource-intensive for student-led research (Kristia et al., 2025). Overall, the chosen methodology ensures objectivity, replicability, and alignment with the study's explanatory objectives.

The data utilized in this research are primary quantitative data obtained through tabulation of responses from a structured questionnaire. The questionnaire was developed based on established indicators for each variable, as presented in Table 1 below. All items employed a 4-point Likert scale (Strongly Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1), with negative items reverse-scored to maintain consistency. Data tabulation was performed electronically to facilitate subsequent statistical processing.

**Table 1. Variables, Indicators, and Credible Reference Sources**

<b>Variable</b>	<b>Indicators (Dimensions)</b>	<b>Credible Reference Sources</b>
Cashless Transaction Usage (X)	- Frequency of usage - Types of transactions (e-wallet, QRIS, mobile banking) - Transaction volume/value - Perceived ease and habituation	Adapted from UTAUT2 (Venkatesh et al., 2012); Indonesian studies (Cahyani et al., 2024; Mawardi et al., 2023)
Consumptive Behavior of Gen Z (Y)	- Impulsive buying (excessive purchases) - Wasteful buying (purchases without consideration) - Non-rational buying (purchases without consideration)	Sofia (2017); Gen Z studies (Firmansyah et al., 2023; Prihastuti et al., 2022)

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Hedonic Lifestyle (Moderator)	- Activities (shopping, hanging out in trendy places) - Interests (luxury/branded items) - Opinions (pleasure > needs; expensive = quality)	Wells & Tigert (via Rianto, 2013) – 28-item validated scale used in numerous theses
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Source: Author data processed 2026

In addition to questionnaire tabulation, supplementary data were derived from direct observations of Generation Z activities in Blitar City, such as payment behaviors at local merchants and recreational spending patterns. Primary data sources remained the questionnaire responses collected from the target population of Generation Z individuals residing or studying in Blitar City (born 1997–2012). This combination of survey tabulation and targeted observation enhances data triangulation while maintaining the predominantly quantitative nature of the study (Kristia et al., 2025; Huwaida et al., 2024). The observed activities provided contextual validation for questionnaire responses related to real-world cashless usage and hedonic consumption practices. All procedures adhered to ethical standards, including informed consent and respondent anonymity.

Data collection was conducted exclusively through self-administered questionnaires distributed both online (via Google Forms) and offline (paper-based) to maximize reach among Gen Z respondents in Blitar City. The questionnaire consisted of three main sections corresponding to the research variables, plus demographic items. Distribution targeted universities, vocational schools, and community youth groups to ensure a diverse yet representative sample. This method is widely recognized as efficient and cost-effective for capturing self-reported behavioral data in consumer research involving digital-native cohorts (Goyal, 2024; Tran et al., 2026). Follow-up reminders were issued to improve response rates, resulting in a complete dataset ready for tabulation and analysis.

Data analysis was performed using IBM SPSS Statistics software (version 26 or higher) for instrument testing and preliminary diagnostics, followed by Hayes' PROCESS macro (Model 1) for hypothesis testing. First, validity and reliability tests (Pearson correlation and Cronbach's Alpha) were conducted to ensure measurement quality. Classical assumption tests including normality (Kolmogorov-Smirnov), multicollinearity (VIF), heteroscedasticity (Glejser), and autocorrelation (Durbin-Watson) were verified prior to regression analysis. Hypothesis testing for the direct effect (H1) and moderation effect (H2) utilized the PROCESS macro to generate interaction terms and conditional effects with bootstrapping (5,000 resamples) for robust inference (Hayes, 2017; Abu-Bader & Jones, 2025). This analytical sequence follows standard protocols in quantitative consumer behavior research employing moderation models (Firmansyah et al., 2023; Kristia et al., 2025). Results were interpreted at a 5% significance level to determine statistical support for the proposed framework.

## FINDING AND DISCUSSION RESULT

This study collected primary data from 123 Generation Z respondents in Blitar City and its surrounding areas (Kabupaten Blitar), East Java, Indonesia. The demographic characteristics are summarized in Table 2. The majority of respondents were female (82.1%), aged 17–24 years (78.9%), and currently pursuing or had completed undergraduate (S1) or diploma (D3) education (71.5%). Most participants reported monthly pocket money or income below Rp2,000,000 (68.3%), reflecting the typical financial situation of Gen Z students and early-career individuals in regional urban settings. These profiles align with previous studies on Indonesian Gen Z consumer behavior in mid-sized cities (Firmansyah et al., 2023; Kristia et al., 2025).

**Table 2. Demographic Characteristics of Respondents (N = 123)**

Variable	Category	Frequency	Percentage (%)
Gender	Female	101	82.1
	Male	22	17.9
Age Group	17–20 years	52	42.3
	21–24 years	55	44.7
	25–28 years	16	13.0
Education	SMA/SMK	35	28.5
	Diploma (D3)	88	71.5
	Undergraduate (S1)		
Monthly Income/Pocket Money	< Rp1,000,000	68	55.3
	Rp1,000,000–Rp2,000,000	36	29.3
	> Rp2,000,000	19	15.4
Domicile	Kota Blitar / Kab. Blitar	118	95.9
	Other	5	4.1

Source: Author data processed 2026

Validity testing using Pearson correlation showed that all 6 items for Cashless Transaction Usage (X), 8 items for Consumptive Behavior (Y), and 9 items for Hedonic Lifestyle (M) had corrected item-total correlations  $> 0.30$  and were significant at  $p < 0.05$ , confirming construct validity. Reliability analysis via Cronbach's Alpha yielded excellent internal consistency:  $\alpha = 0.912$  for X,  $\alpha = 0.889$  for Y, and  $\alpha = 0.874$  for M (all  $> 0.70$ ). These results meet the recommended thresholds for social science research and are consistent with prior adaptations of UTAUT2 and hedonic consumption scales in Indonesian contexts (Venkatesh et al., 2012; Utomo et al., 2023; Goyal, 2024).

Descriptive statistics (Table 3) indicate moderate to high levels of all variables. Cashless Transaction Usage (X) had a mean of 17.85 (SD = 4.92), Consumptive Behavior (Y)

averaged 18.76 (SD = 6.12), and Hedonic Lifestyle (M) scored highest at 19.34 (SD = 5.67). These values suggest that Gen Z respondents in Blitar frequently engage with digital payments and exhibit noticeable hedonic and consumptive tendencies, corroborating national trends in cashless adoption among young Indonesians (Kurniati et al., 2025; Lee et al., 2022).

**Table 3. Descriptive Statistics of Main Variables (N = 123)**

Variable	Mean	Std. Deviation	Min	Max
Cashless Transaction Usage (X)	17.85	4.92	6	24
Consumptive Behavior (Y)	18.76	6.12	8	32
Hedonic Lifestyle (M)	19.34	5.67	9	36

Source: Author data processed 2026

Prior to hypothesis testing, classical assumption tests were satisfied. The Kolmogorov-Smirnov normality test on standardized residuals showed  $p = 0.112 (> 0.05)$ , indicating normally distributed errors. Multicollinearity diagnostics yielded VIF values  $< 5$  and tolerance  $> 0.20$ . The Durbin-Watson statistic was 1.89 (within 1.5–2.5), confirming no autocorrelation. The scatterplot of standardized residuals versus predicted values showed random distribution with no clear pattern, indicating homoscedasticity. These results validate the use of regression-based moderation analysis (Hayes, 2017; Abu-Bader & Jones, 2025).

Hypothesis testing was performed using Hayes' PROCESS macro Version 4.2 (Model 1) for simple moderation analysis. The overall moderation model was statistically significant and explained 56.4% of the variance in consumptive behavior,  $F(3, 119) = 51.317$ ,  $p < 0.001$ ,  $R = 0.751$ ,  $R^2 = 0.564$ . Detailed regression coefficients are presented in Table 4.

**Table 4. Coefficients of the Moderation Model (Dependent Variable: Consumptive Behavior of Generation Z)**

Predictor	B	SE	t	p	LLCI	ULCI
Constant	0.9314	3.1838	0.2925	0.7704	-5.3729	7.2357
Cashless Transaction Usage (X)	0.1948	0.1876	1.0382	0.3013	-0.1767	0.5663
Hedonic Lifestyle (M)	0.8287	0.1713	4.8392	$< .001$	0.4896	1.1678
Interaction (X × M)	-0.0055	0.0100	-0.5477	0.5849	-0.0252	0.0143

Source: Author data processed 2026

H1 posited that cashless transaction usage has a positive and significant direct effect on Generation Z's consumptive behavior. The direct effect of X on Y was positive but not statistically significant ( $b = 0.1948$ ,  $SE = 0.1876$ ,  $t = 1.038$ ,  $p = 0.301$ , 95% CI [-0.177, 0.566]). Therefore, H1 is not supported. This finding contrasts with some earlier studies that reported significant direct effects (Lee et al., 2022; Goyal, 2024) but aligns with recent

evidence suggesting that cashless effects may be conditional rather than universal in regional Gen Z samples (Kuswardhani et al., 2025).

H2 proposed that hedonic lifestyle positively moderates the relationship between cashless transaction usage and consumptive behavior. The interaction term ( $X \times M$ ) was not significant ( $b = -0.0055$ ,  $SE = 0.0100$ ,  $t = -0.548$ ,  $p = 0.585$ , 95% CI  $[-0.025, 0.014]$ ). Thus, H2 is not supported. However, hedonic lifestyle exerted a strong direct positive effect on consumptive behavior ( $b = 0.8287$ ,  $p < 0.001$ ). The non-significant moderation implies that hedonic orientation influences consumptive behavior independently of cashless usage intensity in this Blitar Gen Z sample.

These empirical results highlight that while cashless transaction usage alone does not significantly drive consumptive behavior among Blitar's Generation Z, hedonic lifestyle emerges as a dominant predictor. The findings contribute nuanced insights to the S-O-R framework in fintech contexts and suggest the need for targeted financial literacy interventions focusing on hedonic consumption tendencies rather than payment technology alone (Riyani, 2026; Rochma, 2025).

## DISCUSSION

The present study addressed the core research question of whether cashless transaction usage significantly influences Generation Z's consumptive behavior and whether hedonic lifestyle moderates this relationship among 123 respondents in Blitar City. Although the overall moderation model was significant and accounted for 56.4% of the variance in consumptive behavior, the direct effect of cashless transaction usage on consumptive behavior was not statistically significant (Goyal, 2024; Kuswardhani et al., 2025). This finding partially answers the research question by indicating that cashless payment frequency, transaction types (e-wallet, QRIS, mobile banking), transaction volume, and perceived ease/habituation do not independently drive impulsive, wasteful, or non-rational buying among regional Indonesian Gen Z. In contrast to earlier Southeast Asian studies that reported strong direct links between digital wallet adoption and spending escalation (Lee et al., 2022; Chandra et al., 2024), the non-significant direct path in this Blitar sample suggests contextual factors such as lower average income and more conservative spending norms may weaken the cashless-consumptive linkage when examined in isolation (Firmansyah et al., 2023; Huwaida et al., 2024).

The absence of a significant direct effect of cashless transaction usage aligns with indicators of the independent variable, including frequency of usage and perceived habituation, which, while high among respondents (mean  $X = 17.85$ ), did not translate into elevated consumptive behavior (mean  $Y = 18.76$ ). Recent SINTA-indexed research in East Java similarly found that QRIS and e-wallet frequency alone do not automatically escalate non-rational purchases when financial constraints are present (Cahyani et al., 2024; Hidayat, 2026). This result extends prior UTAUT2-based investigations by demonstrating that ease of transaction and transaction volume indicators may lose predictive power in mid-sized cities where Gen Z still practice some cash-based budgeting habits (Kurniati et al., 2025; Tran et al., 2026). Consequently, the research question's first component receives a

nuanced answer: cashless usage exerts limited standalone influence on the impulsive buying, wasteful buying, and non-rational buying dimensions of consumptive behavior in this population.

Hedonic lifestyle emerged as the dominant predictor of consumptive behavior, exerting a strong direct positive effect. This finding directly illuminates the second part of the research question and underscores the centrality of hedonic indicators—activities such as shopping and hanging out in trendy places, interests in trends and luxury/branded items, and opinions prioritizing immediate pleasure over long-term needs (mean  $M = 19.34$ ). These dimensions strongly predicted impulsive and wasteful buying patterns, consistent with recent open-access studies showing that Gen Z's pleasure-seeking orientation significantly amplifies non-rational consumption regardless of payment method (Utomo et al., 2023; Rochma, 2025; Ciocodeică, 2025). The high Cronbach's alpha for the hedonic scale (0.874) further validates that these lifestyle indicators reliably capture the mechanism driving consumptive tendencies in the Blitar Gen Z cohort.

The non-significant moderating role of hedonic lifestyle on the cashless-consumptive relationship (interaction  $p = 0.585$ ) provides an important qualification to the research question. Although prior literature anticipated that high hedonic orientation would strengthen the effect of cashless frequency and ease on impulsive buying (Riyani, 2026; Suherman, 2025), the current data indicate that hedonic lifestyle operates independently rather than conditionally in this regional context. This divergence from metropolitan-based findings may stem from Blitar respondents' relatively uniform exposure to digital payments and more homogeneous income levels, limiting variance in the interaction term (Kristia et al., 2025; Efriyanto et al., 2025). Thus, while hedonic activities, interests, and opinions robustly predict consumptive indicators, they do not amplify or attenuate the cashless usage pathway as hypothesized.

Theoretically, this study contributes to the Stimulus-Organism-Response (S-O-R) framework and hedonic consumption theory by demonstrating that the organism component (hedonic lifestyle) exerts a more powerful direct influence than the external stimulus (cashless usage) in emerging-market Gen Z samples (Babin et al., 1994, updated applications in Goyal, 2024; Underdown, 2025). By integrating UTAUT2 indicators of cashless usage with validated hedonic lifestyle scales, the research advances beyond direct-effect models prevalent in the last decade and highlights the need for conditional mechanisms that vary by geographic and socioeconomic context (Venkatesh et al., 2012; Herzallah, 2025). The 56.4% explained variance represents a meaningful extension of SOTA literature, particularly for Indonesian SINTA journals that have largely overlooked regional moderation effects (Kuswardhani et al., 2025; Hidayat, 2026).

From a practical standpoint, the findings carry important implications for fintech developers, policymakers, and educators targeting Generation Z. Since cashless transaction indicators do not independently fuel consumptive behavior, digital wallet providers should incorporate built-in spending trackers and hedonic-awareness prompts to mitigate impulsive and wasteful buying rather than solely promoting frictionless payments (Lee et al., 2022; Windasari, 2022). Local governments and universities in cities like Blitar can design

financial literacy programs that specifically address hedonic lifestyle indicators—such as reframing “pleasure > needs” opinions and luxury interests—through experiential workshops that promote mindful consumption (Kristia et al., 2025; Suherman, 2025). These interventions are urgently needed given Gen Z’s high engagement with trendy shopping activities and branded interests documented in the present study.

The strong direct role of hedonic lifestyle also informs sustainable consumption policies. By linking hedonic indicators (activities, interests, opinions) to non-rational and wasteful buying, the study provides empirical support for campaigns that encourage delayed gratification and value-based purchasing among digital-native youth (Ciocodeică, 2025; Rochma, 2025). Fintech platforms could collaborate with educational institutions to embed nudges that counteract hedonic-driven overspending, thereby reducing long-term financial vulnerability in regional Indonesia (Kurniati et al., 2025; Efriyanto et al., 2025).

Overall, this research answers the guiding research question by revealing that hedonic lifestyle, rather than cashless transaction usage, is the primary driver of consumptive behavior among Blitar’s Generation Z. The theoretical contribution lies in refining S-O-R and hedonic consumption models for non-metropolitan contexts, while practical implications emphasize targeted interventions that address lifestyle indicators over payment technology alone. Future studies should employ larger, multi-city samples and longitudinal designs to further validate these conditional dynamics in Indonesia’s evolving digital economy (Huwaida et al., 2024; Tran et al., 2026).

## **CONCLUSION**

This study investigated the influence of cashless transaction usage on Generation Z’s consumptive behavior and examined whether hedonic lifestyle moderates that relationship. Data were collected from 123 Generation Z respondents in Blitar City and surrounding areas using a structured questionnaire. The analysis showed that the overall model explained 56.4% of the variance in consumptive behavior. However, cashless transaction usage did not have a significant direct effect on consumptive behavior. Likewise, hedonic lifestyle did not significantly moderate the relationship between cashless transaction usage and consumptive behavior. These results mean that both research hypotheses were not supported.

The findings provide a clear answer to the main research question. Cashless transaction usage including frequency of use, types of transactions, transaction volume, and perceived ease does not independently increase impulsive buying, wasteful spending, or non-rational purchases among Generation Z in this regional setting. In contrast, hedonic lifestyle showed a strong direct positive effect on consumptive behavior. Indicators of hedonic lifestyle such as shopping activities, interest in trends and branded items, and the opinion that immediate pleasure is more important than long-term needs strongly predicted higher levels of consumptive behavior.

This study contributes to consumer behavior theory by showing that hedonic lifestyle plays a more powerful role than cashless payment habits in driving consumption among regional Generation Z. It extends previous models by highlighting that external

factors like digital payments may have limited influence when internal lifestyle factors are strong. The research also demonstrates the importance of examining these relationships in non-metropolitan areas rather than only in big cities. From a practical perspective, the results offer useful guidance for several stakeholders. Fintech companies developing digital wallets should add features that help users monitor spending and reduce impulsive purchases. Local governments and universities in cities like Blitar can create financial literacy programs that specifically address hedonic lifestyle tendencies, such as the desire for trendy items and immediate pleasure. These programs can help young people develop better spending habits and avoid excessive consumption.

The study also has important implications for promoting sustainable consumption. By focusing on hedonic lifestyle indicators, parents, educators, and policymakers can encourage Generation Z to balance enjoyment with financial responsibility. This approach is especially relevant as cashless payments continue to grow in everyday life. Despite these contributions, the research has some limitations. The cross-sectional design means causality cannot be firmly established. The sample was limited to Blitar City, so the findings may not fully represent Generation Z in larger cities or different regions. Future studies could use larger samples across multiple cities and employ longitudinal methods to track changes over time.

In conclusion, this research shows that hedonic lifestyle, rather than cashless transaction usage, is the main driver of consumptive behavior among Generation Z in regional Indonesia. The study provides both theoretical insight and practical recommendations for helping young people manage spending wisely in a cashless economy. By addressing hedonic lifestyle factors, stakeholders can support Generation Z in building healthier financial habits for the future.

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