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The Effect of Promotional Content Quality and Posting Frequency on Engagement Rate of Instagram @Persekatstore

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Abstract— Embedded finance integrates financial services into digital platforms, including Buy Now Pay Later facilities in e-commerce. This study examines the effects of perceived ease of use and cashback promotion on intention to use Shopee PayLater in Tegal City. A quantitative survey was conducted with 100 purposively selected respondents aged at least 17 years, domiciled in Tegal City, and familiar with Shopee and PayLater. Data were analyzed using multiple linear regression in SPSS version 22. Perceived ease of use positively and significantly affected intention to use ($B = 0.799$; $t = 13.220$; $p = 0.000$), whereas cashback promotion did not have a significant partial effect ($B = 0.002$; $t = 0.024$; $p = 0.981$). The simultaneous model was significant ($F = 88.633$; $p = 0.000$), with an adjusted R^2 of 0.639. The findings indicate that ease of use and user experience should be prioritized, while cashback incentives should be tailored to user needs.

Keywords— *cashback promotion; embedded finance; intention to use; perceived ease of use; Shopee PayLater*

I. INTRODUCTION

technology has changed how financial services are delivered, enabling payment and financing features to be integrated into platforms consumers already use. This approach, known as embedded finance, incorporates financial functions into non-financial digital environments and can reduce the need to move between applications (Bank Indonesia, 2022; Bank for International Settlements, 2023; Schueffel, 2016).

The expansion of digital payments and Buy Now Pay Later services illustrates the growing relevance of embedded finance. The source study reports that electronic-money transaction value in Indonesia increased from IDR 145.16 trillion in 2019 to IDR 495.2 trillion in 2023, while PayLater financing contracts also rose substantially. These

developments provide a context for understanding consumers' intentions to use digital financing features integrated into e-commerce.

Shopee PayLater enables eligible users to access deferred payment or installment facilities within the Shopee application. Access to transactions, billing information, due dates, installment options, and promotions is integrated into the same ecosystem. The Technology Acceptance Model (TAM) argues that perceived ease of use—belief that a system can be learned and operated with limited effort—is an important determinant of technology acceptance (Davis, 1989; Wicaksono, 2022).

Cashback promotion offers a financial incentive by returning part of a transaction's value subject to specific conditions. Such incentives can attract attention, but their effectiveness depends on perceived value, relevance, and the ease of claiming the benefit (Kotler & Keller, 2016). Prior fintech research has examined ease of use and promotion in technology adoption (Nangin et al., 2020), while research on e-wallets has considered usefulness and promotion in relation to intention to use (William & Tjokrosaputro, 2021).

Tegal City is a relevant setting because local evidence on PayLater adoption outside major metropolitan areas remains limited. This study examines the partial and simultaneous effects of perceived ease of use and cashback promotion on intention to use Shopee PayLater in Tegal City. Its contribution is to identify which factor is more strongly associated with user intention and to provide evidence for improving digital financial-service experience and promotional design.

II. METHOD

This study used a quantitative explanatory design to examine perceived ease of use and cashback promotion as predictors of intention to use Shopee PayLater. The analysis assessed the partial effect of each independent variable and the joint explanatory contribution of both variables.

The population comprised Shopee users in Tegal City who knew about or had experience with PayLater. Since the population size was not known precisely, non-probability purposive sampling was used. The sample included 100 respondents who were at least 17 years old, lived in Tegal City, had used Shopee, knew or had used PayLater, and had conducted transactions through Shopee.

Data were collected through an online questionnaire using Google Forms and distributed through social media. A five-point Likert scale was used. Perceived ease of use (X1) was measured through ease of learning, ease of operation, clarity and ease of interaction, and ease of becoming skillful. Cashback promotion (X2) was measured through attractiveness, cashback value, ease of obtaining cashback, and promotion frequency. Intention to use (Y) reflected intention to use and willingness to recommend the service.

The source study reports that all questionnaire items were valid and reliable, with Cronbach's alpha values of 0.833 for perceived ease of use, 0.771 for cashback promotion, and 0.856 for intention to use. Data analysis used descriptive statistics, classical assumption tests, and multiple linear regression with SPSS version 22. The regression equation was $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$.

The normality test returned an Asymp. Sig. value of 0.200. Tolerance was 0.986 and VIF was 1.014, indicating no multicollinearity; the scatterplot was reported to show no clear heteroscedasticity pattern. Partial t-tests were used to test individual predictors, the F-test assessed their joint significance, and adjusted R^2 assessed the model's explanatory power. Statistical significance was evaluated at the 0.05 level.

III. RESULTS AND DISCUSSION

Multiple linear regression produced a constant of 4.747, a coefficient of 0.799 for perceived ease of use, and a coefficient of 0.002 for cashback promotion. The regression equation was $Y = 4.747 + 0.799X_1 + 0.002X_2 + e$. The results indicate a substantially larger coefficient for perceived ease of use.

TABLE I. MULTIPLE LINEAR REGRESSION RESULTS

Variable	B	Std. Error	Beta	T	Sig.
Constant	4.747	2.240	—	2.119	0.037
Perceived ease of use (X1)	0.799	0.060	0.804	13.220	0.000
Cashback promotion (X2)	0.002	0.066	0.001	0.024	0.981

Perceived ease of use had a positive and significant effect on intention to use ($t = 13.220$; $p = 0.000$); therefore, H1 was supported. This result is consistent with TAM, which places perceived ease of use among the important factors in

technology acceptance (Davis, 1989). For Shopee PayLater, a clear interface, easy-to-follow transaction steps, and understandable billing information may increase users' willingness to use the feature. The result is also consistent with the fintech adoption findings discussed in the source study (Nangin et al., 2020; Khoir & Soebiantoro, 2022).

Cashback promotion did not have a significant partial effect on intention to use ($t = 0.024$; $p = 0.981$); consequently, H2 was not supported. Although the coefficient was positive, its magnitude was very small and statistically insignificant. This suggests that cashback alone may not determine intention to use a deferred-payment service. Users may place greater weight on convenience, perceived benefits, safety, and their actual transaction needs. This result is consistent with the source study's discussion of Mulyati (2025), which reported an insignificant cashback effect in a digital-wallet context.

TABLE II. SIMULTANEOUS F-TEST

Source	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1337.534	2	668.767	88.633	0.000
Residual	731.897	97	7.545	—	—
Total	2069.432	99	—	—	—

The simultaneous F-test was significant ($F = 88.633$; $p = 0.000$), supporting H3. Thus, the two independent variables jointly contributed significantly to explaining intention to use, although cashback was not significant when assessed separately. The model summary reported $R = 0.804$, $R^2 = 0.646$, and adjusted $R^2 = 0.639$. After adjustment, the model explained 63.9% of the variation in intention to use, while 36.1% was associated with factors outside the model.

TABLE III. COEFFICIENT OF DETERMINATION

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.804	0.646	0.639	2.74688

The findings suggest that service providers should prioritize the user experience rather than relying on cashback incentives alone. Recommended priorities include simpler navigation, clear billing and due-date information, transparent fees, and understandable installment options. Cashback can complement this approach when the offer is relevant, its conditions are transparent, and claiming the benefit is straightforward. As the study covers 100 purposively selected respondents in one city, the results should be generalized cautiously.

IV. CONCLUSIONS

Perceived ease of use had a positive and significant effect on intention to use Shopee PayLater in Tegal City, while cashback promotion did not have a significant partial effect. Both variables jointly had a significant effect, and adjusted R^2 of 0.639 indicated that they explained 63.9% of the variation in intention to use. The results suggest that the functional experience of using the service is more strongly associated with intention than cashback promotion when each variable is considered separately.

Shopee should prioritize a clear interface, simple transaction procedures, and transparent information about bills, fees, due dates, and installments. Cashback offers should be designed around relevant user needs and easy-to-understand conditions. Users should consider their financial capacity and payment obligations before using PayLater. Future studies could expand geographic coverage and include perceived usefulness, trust, perceived risk, social influence, service quality, and financial conditions.

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