



FINANCIAL LITERACY ANALYSIS MANAGEMENT ON FINANCIAL MANAGEMENT BEHAVIOR OF SATYAGAMA UNIVERSITY STUDENTS

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Abstract

Financial literacy is a crucial factor in shaping students' financial management behavior in the digital era. Students, as the younger generation, are expected to be able to manage their income, expenses, savings, and use digital financial services wisely. This study aims to analyze the influence of financial literacy on the financial management behavior of Satyagama University students. The research method used a descriptive quantitative approach with data collection through questionnaires from active Satyagama University students. Analysis was conducted using simple linear regression to determine the relationship between financial literacy variables and financial management behavior. The results showed that financial literacy has a positive and significant effect on students' financial management behavior. Students with a better level of financial understanding tend to be able to budget, control expenses, save, and avoid consumptive behavior. Therefore, improving financial literacy education in higher education environments needs to be carried out continuously so that students have good financial management skills in their daily lives.

Keywords: *Financial Literacy, Financial Behavior, Student Financial Management, Financial Management*

INTRODUCTION

The development of digital technology has brought about significant changes in people's financial behavior, particularly among students. The presence of online shopping apps, digital wallets, and digital credit services has made financial transactions easier. However, this convenience can also increase consumer behavior if students lack adequate financial literacy skills. Therefore, students need to have a good understanding of financial management to effectively meet their needs and avoid future financial problems (Simarmata et al. 2024).

Financial literacy is a person's ability to understand basic financial concepts, such as income management, savings, investments, and debt management. A good level of financial literacy can help students make rational and responsible financial decisions. Students with high financial literacy tend to be better able to control expenses, create financial plans, and maintain good savings habits than those with low financial literacy (Jannah et al., 2022).

Satyagama University students also face challenges in managing their personal finances amidst the development of modern lifestyles. Many students still struggle to differentiate between needs and wants, often leading to waste. This study was conducted to determine the extent to which financial literacy influences the financial management behavior of Satyagama University students, thus providing a basis for improving financial education within the university



environment.

This research, analyzing financial literacy and the financial management behavior of Satyagama University students, is significant because it provides insight into students' understanding of personal financial management in the digital age. This research is useful for determining the extent to which financial literacy influences students' ability to budget, control spending, save, and make wise financial decisions. Furthermore, the research findings can serve as evaluation material for universities in designing financial literacy education and training programs to raise student awareness of the importance of sound financial management. With increased financial literacy, students are expected to be able to avoid consumptive behavior, utilize financial technology appropriately, and be better prepared for the future.

METHODS

This study employed quantitative methods with a descriptive approach. The study population comprised active students at Satyagama University from various study programs. The sampling technique used purposive sampling, with the criteria being students who had managed their personal finances independently. Data collection was conducted through a questionnaire using a Likert scale.

The independent variable in this study is financial literacy, while the dependent variable is students' financial management behavior. Indicators of financial literacy include understanding savings, investments, debt management, and financial planning. Meanwhile, indicators of financial management behavior include the ability to create a budget, control expenses, save, and make financial decisions. Data analysis was conducted using validity and reliability tests, and simple linear regression.

RESULTS AND DISCUSSION

The research results show that the financial literacy level of Satyagama University students is moderate. Most students understand the importance of saving and creating a simple budget, but they lack a grasp of investment management and the wise use of digital credit. Furthermore, the development of social media and modern lifestyles also influence student consumer behavior.

Based on the results of a simple linear regression analysis, financial literacy has a positive and significant influence on students' financial management behavior. Students with better financial knowledge tend to manage their pocket money effectively, avoid impulsive purchases, and develop regular savings habits. Conversely, students with lower levels of financial literacy tend to have difficulty managing expenses and are more susceptible to consumer behavior.

In addition to financial literacy, developments in financial technology also influence students' financial behavior. While digital payments facilitate transactions, they can increase impulsive spending if not balanced with good self-control. Therefore, universities need to enhance financial literacy education programs through seminars, training, and courses on financial management to empower students to make wise and responsible financial decisions.

The results of this study indicate that improving financial literacy is crucial in shaping students' financial management behavior. Universities should provide education on financial management through seminars, training, and courses



related to financial literacy. This is expected to equip students with sound financial management skills to meet future economic needs.

CONCLUSION

Financial literacy has a positive and significant influence on the financial management behavior of Satyagama University students. Students with a good financial understanding tend to be better able to manage budgets, control spending, and save regularly. Conversely, low financial literacy can increase the risk of consumptive behavior and ineffective financial management. Therefore, increased financial literacy education is needed in higher education institutions to foster wiser and more responsible financial behavior among students.

ACKNOWLEDGMENT

Thank you to the Institute for Research and Community Service (LPPM) of Universitas Satyagama for providing a research grant so that this article can be published.

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