



THE RELATIONSHIP BETWEEN FINANCIAL LITERACY AND THE CONSUMPTIVE BEHAVIOR OF SATYAGAMA UNIVERSITY STUDENTS

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Abstract

This study aims to analyze the relationship between financial literacy and the consumer behavior of Satyagama University students. The research method used a quantitative approach with data collection techniques through the distribution of questionnaires to active students of Satyagama University. Data were analyzed using descriptive and correlation analysis to determine the relationship between financial literacy levels and student consumer behavior. The results showed that financial literacy has a negative relationship with consumer behavior, where students with better financial literacy levels tend to have more rational and controlled consumption behavior.

Keywords: Financial Literacy, Consumer Behavior, Students, Financial Management

INTRODUCTION

The development of digital technology and social media has influenced people's consumption patterns, including those of students. Students now have increasingly easy access to a variety of products and services through digital platforms offering promotions, discounts, and modern lifestyle trends. This situation has led to the emergence of consumer behavior characterized by excessive purchases of goods or services without considering primary needs. This phenomenon is a concern because it could impact students' future financial situation.

Financial literacy is an individual's ability to understand, manage, and make effective financial decisions. A good level of financial literacy can help students prioritize spending, manage their budgets, and avoid excessive consumer behavior. Various studies have shown that students with high levels of financial literacy tend to be wiser in using their money than those with low financial literacy (Izazi et al., 2020; Siagian et al., 2024; Sustiyo, 2020).

Satyagama University students, as part of the younger generation, also face challenges in financial management in the modern era. The influence of the social environment, the development of fintech, and the ease of digital transactions can increase the tendency for consumer behavior. Therefore, research on the relationship between financial literacy and consumer behavior in students is important to provide a picture of the state of student financial management and to form the basis for developing financial education programs on campus.

METHOD

This study employed a quantitative approach with a survey method. Primary data were obtained by distributing questionnaires to active students at Satyagama University, selected using a purposive sampling technique. The research instrument



consisted of questions regarding students' financial literacy levels and consumer behavior, using a Likert scale. Data analysis was conducted through validity and reliability tests, descriptive analysis, and correlation tests to determine the relationship between financial literacy and consumer behavior.

RESULTS AND DISCUSSION

The research results show that the majority of Satyagama University students have a moderate level of financial literacy. Students generally understand basic financial management concepts such as saving, budgeting, and managing expenses. However, students are still less able to control spending on secondary needs such as online shopping, entertainment, and following social media trends.

Correlation analysis shows a negative relationship between financial literacy and student consumer behavior. The higher a student's financial literacy, the lower their consumer behavior. Students who understand the importance of financial management tend to be more selective in their purchases and consider long-term benefits before spending money. These results align with previous research that suggests financial literacy plays a significant role in reducing consumer behavior among students.

In addition to financial literacy, student consumer behavior is also influenced by other factors such as lifestyle, social media, social media use, and easy access to digital payments. Emerging consumption trends on social media often encourage students to purchase certain products to keep up with modern lifestyles. Therefore, improving financial literacy needs to be accompanied by strengthening self-control so students can manage their finances more responsibly.

CONCLUSION

There is a negative relationship between financial literacy and consumer behavior among Satyagama University students. Students with higher levels of financial literacy tend to be able to control their consumption behavior and make rational financial decisions. Therefore, ongoing financial literacy education and training programs are needed on campus to improve students' financial management skills and reduce consumer behavior.

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