



THE INFLUENCE OF FINANCIAL TECHNOLOGY ON THE FINANCIAL BEHAVIOR OF SATYAGAMA UNIVERSITY STUDENTS

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Abstract

The development of digital technology has driven the increasing use of financial technology (fintech) services among students, particularly in digital payment transactions, savings, and investments. This study aims to determine the influence of financial technology on the financial behavior of Satyagama University students. The research method used a quantitative approach by distributing questionnaires to Satyagama University students as research respondents. The results show that the use of financial technology has a positive influence on student financial behavior, particularly in terms of ease of financial management, transaction efficiency, and increased awareness in managing expenses. Although there is a tendency for consumptive behavior if fintech use is not properly controlled.

Keywords: *Financial Technology, Financial Behavior, Students, Financial Literacy, Digital Payments*

INTRODUCTION

The development of information technology in the digital era has transformed various aspects of people's lives, including the financial sector. The presence of financial technology, or fintech, makes it easier to conduct financial transactions quickly, practically, and efficiently through digital applications such as e-wallets, mobile banking, and online payment services. Students, as a young generation familiar with technology, are one of the largest fintech user groups in Indonesia. The increasing use of fintech among students is influencing daily financial management patterns, including consumption, payments, and personal financial planning (Oktaviani & Sari, 2020).

The use of financial technology has both positive and negative impacts on students' financial behavior. On the one hand, fintech can help students manage their finances more effectively, increase payment efficiency, and provide access to digital financial services. However, on the other hand, the ease of digital transactions can also increase consumer behavior due to the use of instant payment and paylater features. This situation highlights the importance of students understanding how to use fintech wisely to foster healthy and responsible financial behavior (Yue et al., 2022).

METHOD

This study employed a quantitative method with a survey approach. Data were obtained by distributing questionnaires to Satyagama University students who use financial technology services in their financial activities. The sampling technique used purposive sampling, with the criteria being active students who have used fintech applications such as e-wallets, mobile banking, or other digital payment services. The research instrument used a Likert scale to measure the level



of fintech usage and students' financial behavior. The data obtained were then analyzed using simple linear regression analysis to determine the effect of financial technology on students' financial behavior.

RESULTS AND DISCUSSION

The research results show that financial technology has a positive influence on the financial behavior of Satyagama University students. Students who actively use fintech services tend to find it easier to manage financial transactions, pay bills, and record daily expenses. Furthermore, the use of digital financial applications also helps students improve time efficiency and facilitate access to modern financial services. These results align with previous research that suggests fintech can improve the effectiveness of individual financial management, particularly among the younger generation.

The study also found that the use of financial technology encourages students to become more accustomed to cashless transactions and utilize digital financial management features. Most respondents stated that fintech helps them control their spending through automatically recorded transaction histories in the apps. Furthermore, various promotions and cashback offers on fintech apps increase students' interest in using digital payment services to meet their daily needs.

However, research results indicate negative impacts from fintech use if not accompanied by proper self-control. The ease of digital transactions has led some students to become more consumptive due to the fast and convenient payment process. Several respondents admitted to frequently making impulsive purchases due to discount features, digital installments, and paylater services. This situation demonstrates that the use of financial technology needs to be balanced with financial literacy so students can manage their finances more wisely (Oktaviani & Sari, 2020).

Furthermore, this study shows that students' financial behavior is influenced by their level of understanding of the benefits and risks of using fintech. Students with good financial understanding tend to be able to utilize fintech as a financial management tool, while those with poor financial control are more prone to consumer behavior. Therefore, education on digital financial literacy is crucial to improve students' ability to utilize financial technology productively and responsibly.

CONCLUSION

Financial technology has a positive impact on the financial behavior of Satyagama University students. The use of fintech helps students improve transaction efficiency, ease payments, and manage their daily finances. However, fintech use can also trigger consumer behavior if not balanced with adequate self-control and financial literacy. Therefore, students need to improve their understanding of digital financial management to be able to utilize financial technology wisely and responsibly.

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