

ABSTRAK

DINA AZHARA (2023). Skripsi. “Pengaruh Status Sosial Ekonomi Orang tua, *Financial Attitude* dan *Peer Group* Terhadap *Financial Literacy* (Survei Pada Mahasiswa Jurusan Pendidikan Ekonomi Universitas Siliwangi Angkatan 2016 dan 2017)”. Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi. Di bawah bimbingan Drs. Ade Rustiana, M, Si. dan Ai Nur Solihat, S.Pd., M.Pd.

Penelitian ini berfokus pada permasalahan *financial literacy* Mahasiswa Pendidikan Ekonomi Angkatan 2016 dan 2017 Universitas Siliwangi. Penelitian ini bertujuan untuk (1) mengetahui pengaruh status sosial ekonomi orang tua terhadap *financial literacy* mahasiswa, (2) mengetahui pengaruh *financial attitude* terhadap *financial literacy* mahasiswa, (3) mengetahui pengaruh *peer group* terhadap *financial literacy* mahasiswa, (4) mengetahui pengaruh status sosial ekonomi orang tua, *financial attitude* dan *peer group* terhadap *financial literacy* mahasiswa. Penelitian ini menggunakan pendekatan kuantitatif dan metode penelitian yang digunakan yaitu metode survei dengan desain ekplanatori. Teknik pengumpulan data melalui penyebaran angket dengan populasi sebanyak 231 mahasiswa dan teknik pengambilan sampel menggunakan teknik *proportionate stratified random sampling* dengan jumlah responden sebanyak 146 mahasiswa. Alat analisis yang digunakan yaitu analisis regresi linier berganda. Hasil analisis uji t menunjukkan tidak terdapat pengaruh status sosial ekonomi orang tua terhadap *financial literacy* Mahasiswa Pendidikan Ekonomi 2016 dan 2017 Universitas Siliwangi dengan nilai signifikansi 0,080 dan thitung 1,765, terdapat pengaruh *financial attitude* terhadap *financial literacy* Mahasiswa Pendidikan Ekonomi 2016 dan 2017 Universitas Siliwangi dengan nilai signifikansi 0,000 dan thitung 3,786, terdapat pengaruh *peer group* terhadap *financial literacy* Mahasiswa Pendidikan Ekonomi 2016 dan 2017 Universitas Siliwangi dengan nilai signifikansi 0,000 dan thitung 3,735, serta hasil uji f menunjukkan terdapat pengaruh secara simultan status sosial ekonomi orang tua, *financial attitude* dan *peer group* terhadap *financial literacy* Mahasiswa Pendidikan Ekonomi 2016 dan 2017 Universitas Siliwangi dengan nilai signifikansi 0,000 dan fhitung 15,809.

Kata Kunci : *Financial, attitude, literacy, peer group.*

ABSTRACT

DINA AZHARA (2023). Thesis. "The Influence of Parents' Socio-Economic Status, Financial Attitude and Peer Group on Financial Literacy (Survey of Students of the Department of Economics Education, Siliwangi University, Class of 2016 and 2017)." Department of Economics Education, Faculty of Teacher Training and Education, Siliwangi University. Under the guidance of Drs. Ade Rustiana, M. Si. and Ai Nur Solihat, S.Pd., M.Pd.

This research focuses on the financial literacy problems of 2016 and 2017 Economic Education Students at Siliwangi University. This study aims to (1) determine the effect of parents' socioeconomic status on student financial literacy, (2) determine the effect of financial attitude on student financial literacy, (3) determine the influence of peer groups on student financial literacy, (4) determine the effect of social status parents' economics, financial attitude and peer group on student financial literacy. This study used a quantitative approach and the research method used was a survey method with an explanatory design. The data collection technique was through questionnaires with a population of 231 students and the sampling technique used a proportionate stratified random sampling technique with a total of 146 students as respondents. The analytical tool used is multiple linear regression analysis. The results of the t-test analysis showed that there was no effect of parents' socio-economic status on the financial literacy of 2016 and 2017 Economics Education Students at Siliwangi University with a significance value of 0.080 and tcount 1.765, there was an effect of financial attitude on financial literacy of 2016 and 2017 Economics Education Students at Siliwangi University with a significant value 0.000 and tcount 3.786, there is peer group influence on the financial literacy of 2016 and 2017 Economic Education Students at Siliwangi University with a significance value of 0.000 and tcount 3.735, and the results of the f test show that there is a simultaneous influence of parents' socioeconomic status, financial attitude and peer group on financial literacy of 2016 and 2017 Economic Education Students at Siliwangi University with a significance value of 0.000 and a count of 15.809.

Keywords : Financial, attitude, literacy, peer group.