

ABSTRACT

***The Influence Of Financial Literacy And Financial Attitude On Financial Management Behavior
The Case Of Siliwangi University Student)***

By:
WALDI WIDIRAMA
173402144

Under the guidance of:
Deden Mulyana
Edy Suroso

The purpose of this research was to know and analyze about the financial literacy, financial attitude, financial management behavior and the influence of financial literacy and financial attitude on financial management behavior of students at Siliwangi university.

The method of this research used the survey method. This research uses primary data obtained directly through questionnaires to 150 respondents, namely students. Sampling using nonprobability sampling method by choosing to use simple random sampling and the analysis tool used is path analysis.

Based on the research results show that financial literacy, financial attitude and financial management behavior of student at siliwangi university included in either good classification. Known that simultaneously financial literacy and financial attitude have an effect on financial management behavior of students at Siliwangi University. Partially, financial literacy has a positive and significant effect on financial management behavior. And financial attitude also has a positive and significant effect on financial management behavior in Siliwangi University students.

Keywords: Financial Literacy, Financial Attitude, Financial Management Behavior

ABSTRAK

**Pengaruh *Financial Literacy* Dan *Financial Attitude* Terhadap *Financial Management Behavior*
(Kasus Pada Mahasiswa Universitas Siliwangi)**

Oleh:
WALDI WIDIRAMA
173402144

Dibawah Bimbingan:
Deden Mulyana
Edy Suroso

Penelitian ini bertujuan untuk mengetahui dan menganalisis tentang *financial literacy*, *financial attitude*, *financial management behavior* dan pengaruh *financial literacy* dan *financial attitude* terhadap *financial management behavior* pada mahasiswa Universitas Siliwangi.

Metode penelitian yang digunakan adalah metode survei. Penelitian ini menggunakan data primer yang diperoleh langsung melalui kuesioner kepada 150 responden yaitu mahasiswa. Penarikan sampel menggunakan metode *Nonprobability sampling* dengan memilih menggunakan *simple random sampling* dan alat analisis yang digunakan adalah analisis jalur (*path*).

Berdasarkan hasil penelitian diketahui bahwa *financial literacy*, *financial attitude* dan *financial management behavior* termasuk dalam klasifikasi baik. Diketahui bahwa secara simultan *financial literacy* dan *financial attitude* berpengaruh terhadap *financial management behavior* pada mahasiswa Universitas Siliwangi. Secara parsial *financial literacy* berpengaruh positif dan signifikan terhadap *financial management behavior*. Dan *financial attitude* juga berpengaruh positif dan signifikan terhadap *financial management behavior* pada mahasiswa Universitas Siliwangi.

Kata kunci: *Financial Literacy*, *Financial Attitude*, *Financial Management Behavior*