ABSTRACT

Lufitha Nida Pebrianty. 2026. The Influence of Family Environment, Lifestyle, and Social Media on Financial Behavior with Financial Attitude as an Intervening Variable (A Case Study of the Millennial Generation in Tasikmalaya).

In Indonesia, the financial challenges facing millennials are increasingly apparent. This situation highlights a gap in how they manage their money, which could pose future risks. The 2022 National Financial Literacy and Inclusion Survey (SNLIK) conducted by the Financial Services Authority (OJK) revealed that among the 25-35 age group, dominated by millennials, there is a significant gap between the high financial inclusion index (87.18%) and the relatively low financial literacy index (38.43%). This situation creates a situation where access to various financial products and services, such as digital loans (pinjol) and credit cards, is increasingly easy, but understanding how to manage them wisely and responsibly is very limited. The gap between the high financial inclusion index and the still-low financial literacy is exploited by the massive development of the digital ecosystem. Social media, particularly platforms like Instagram, TikTok, and Shopee, have become a primary platform for promoting and normalizing a consumptive lifestyle. Through influencer content and highly targeted advertising, the fear of missing out (FOMO) phenomenon is exploited, encouraging unhealthy consumption behavior. This study aims to determine and analyze the influence of family environment, lifestyle, and social media on financial behavior, both directly and indirectly through financial attitude as an intervening variable, among millennials in Tasikmalaya.

The method used was a quantitative approach with data collection through questionnaires. The sample criteria used in this study were Muslim millennials in Tasikmalaya, selected purposively. The sample size was 200 respondents. The data obtained was processed using SEM-PLS 4.0.

The results of this study indicate that family environment and social media have a significant influence on financial behavior, both directly and through financial attitude as an intervening variable. Meanwhile, lifestyle did not show a significant influence on financial behavior. This study emphasizes the important role of social factors and media in shaping the financial behavior of millennials and can thus serve as a basis for developing more effective financial education programs.

Keywords*: Family environment, lifestyle, Social media, financial attitude, financial behavior, millennial generation, Tasikmalaya*