Implications of Financial Literacy, Lifestyle, and Social Factors on Student Financial Behavior

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ABSTRACT

Good financial literacy helps them make smart financial decisions, such as saving, investing and managing debt. This has a positive impact on long-term financial well-being, reducing the risk of getting into debt, and increasing the ability to achieve financial goals such as buying a home or starting a business. Apart from that, financial literacy also helps Generation Z understand the importance of planning for retirement early, as well as avoiding fraud and financial traps. In a broader context, a financially literate generation can also contribute to overall economic stability. This research aims to analyze the influence of financial literacy, lifestyle and social environment on students' financial behavior. The data used in this research is quantitative data collected through questionnaires distributed to students. The research method uses random sampling with a quantitative approach, and data collection techniques are carried out through questionnaires. This research involved 150 students as respondents. Data analysis was carried out using multiple linear regression. The research results showed that financial literacy, lifestyle and social environment had a positive and significant influence on students' financial behavior.

Keywords: Financial Literacy, Lifestyle, Social Factors, Student Financial Behavior

INTRODUCTION

The industrial era 4.0 is influencing all aspects of people's lives, especially daily life. Business people see technological developments as an opportunity to develop their businesses (Sri Wahyuni Abdurrahman & Serli Oktapiani, 2020), especially in the financial and trade sectors. Markets that previously could only be accessed offline, where sellers met buyers directly at a location, can now be done via electronic devices or online (Suyanto et al., 2024).

Technological advances make satisfying work urges easier. Apart from that, many new startups are stepping up and trying to realize buying and selling in Indonesia (Sari & Widoatmodjo, 2023). The growth of startups in Indonesia is driven by the large population dominated by Millennials and Gen Z (Muntahanah et al., 2021). Based on population census data conducted by the Central Statistics Agency in 2023, Indonesia's estimated population reaches 281,603,800 people, making it the fourth

largest population in the world. The number of citizens whose plans are to raise Indonesian children is a target for buying and selling services from within and outside the country, especially among private funders who are involved in investing in startup areas (Wijayanti et al., 2024). Competition between startups is increasingly fierce, creating buying and selling players competing to meet consumer desires (Agung et al., 2021). One thing that helps is to add advertising to prospective users. Based on the Katadata Insight Center experiment, the citizenship online mining night market stimulated increased transactions.

There are many people who are in the role of establishing Indonesia as the target of commercial film stars from both within and outside the country (Nuryana & Rahmawati, 2020). What's more, the bookie is the biggest bet on investing in startups. The increasing number of startups and contests in the struggle to establish a network of commercial film stars must also compete to reach consumers (Panggabean et al., 2023). One of the ways to help attract the interest of users is to provide more promotions. According to experiments conducted by the Katadata Insight Center, the existence of a citizenship online boarding night market motivated a significant increase in agreements. Apart from that, the boarding house night market in Coplok Duplicate also has its own accepted products (Pratama & Santoso, 2024).

The results of experiments conducted by the Katadata Insight Center show that the increase in conversations is dominated by the Fashion and Accessories group aged 26-35 days. In 2022, this group gave charity 46.2% of the entire body of the discussion, later increasing to 47.8% since the amount of the discussion in 2023 (Center, 2023). Data shows that the soul accent is still the preference of Indonesian audiences, especially among young people. Millennial-level teenagers still have the need for passion and high determination to be noticed so that doing business becomes interesting (Sari & Widoatmodjo, 2023).

Higher education institutions and companies require students and prospective employees to have an attractive appearance or what is known as good-looking (Rai et al., 2019). This causes students' financial management behavior to often be poor or even uncontrolled in their spending, thus triggering consumer behavior (Rabbani et al., 2024). Financial management (money management) is the activity of managing finances in daily life carried out by each individual or group with the aim of achieving financial prosperity (Sri Wahyuni Abdurrahman & Serli Oktapiani, 2020). This behavior can also occur due to a lack of financial literacy among students, individual lifestyles, and their social environment (Suyanto et al., 2024).

Having good financial literacy makes someone feel more secure and comfortable in managing their finances (Ryder, 1965). In the context of student financial behavior, those who have good literacy or management knowledge will be more careful when using money (Deccasari et al., 2023). They will consider whether the item to be purchased is really needed or just a temporary desire, and think about the risks that may occur in the future (Kennedy, 2013). Therefore, financial literacy is very important for students, one of which can be obtained by taking courses such as introduction to accounting, financial management, and others (Kenale Sada, 2022).

The environment creates a place for students to experience learning strategies and practices (Wahyuni & Setiawati, 2022). In this way, the social world plays a role in the former student's connections in imitating and organizing hours of learning. According to (Pratama & Santoso, 2024), the falling sky can conquer the prosecutor's financial management. The condition of the falling sky is able to intensify individual thinking, so that it can overcome the morals of managing the plaintiff's finances (Saraswati & Nugroho, 2021). The quality of the falling sky will conquer the claimant, subdue him psychologically, personality and morals (Maysah et al., 2024). This means that the sky's freedom design has completely conquered the prosecution's financial management (Ritakumalasari & Susanti, 2021). Students who live in the hedonic life code will often really like to research the hidden code because of the suggestion of gambling or embarrassment (Setiawan, 2019). Therefore,

the more the sky falls, the prosecutor's platform imitates the story, the more the morals of its finances fall, and conversely, the more the sky falls, the more the morals of managing student finances fall (Kenale Sada, 2022).

Researchers found that currently there is a shift in behavior among students. Students now often access the internet, so they tend to find information about product advertisements, both from marketplaces and social media. This creates a desire to own these products and increases consumer behavior, which ultimately results in poor financial management. In this research, researchers added social environmental variables as an innovation from previous research which only used two variables, namely financial literacy and lifestyle, so this research becomes more interesting with the presence of social environmental variables.

METHODS

The approach used in this determination is quantity determination. Quantitative research uses an objective approach that encompasses the agglomeration and analysis of quantitative input along with statistical research norms. This research uses cardiac input, namely input that is collected continuously by research based on determining victims (Sugiyono, 2017). In this determination, the prei factors are included, namely Financial Literacy, Lifestyle and Social Environment, while the related causes are Student Financial Behavior. Population is a social environment that is intertwined with victim stems and material that holds specific types and characteristics determined by research studies and conclusions drawn. A sample is a community-based group that holds fixed values and characteristics (Ghozali, 2018). The copy collection technique used was simple random sampling. The population involved in this determination is a group of 4 high schools in Lumajang Regency consisting of ITB Widya Gama Lumajang, IAI Syariffudin Lumajang, Lumajang University, STKIP PGRI Lumajang 150 respondents. The rating scale used in this determination is a Likert structure. Input discussion techniques that use comprehensive classical estimation research, decadence research and hypothesis research.

RESULTS AND DISCUSSION

This research uses three independent variables, namely financial literacy, lifestyle and social environment, as well as one dependent variable, namely financial behavior. Descriptive statistical testing was carried out with the help of the SPSS V.21 program. Based on the results of the Descriptive Statistics Test, it is known that the amount of data (N) is 150. The average value for financial literacy is 49.62, lifestyle 43.12, social environment 41.13, and financial behavior 45.01.

Classic Assumption Test Results
In this analysis to check whether the clues are distributed normally or not, the explorer uses the Kolmogorov-Smirnov (K-S) conversation. If ideal Asymp. Sig > 0.05 indicates a general distribution, and vice versa. Based on the results of normality research using Kolmogorov-Smirnov parametric evidence, with an ideal mean of 0.778 (at the base of 0.05), the story can be said to be a normal distribution indicator. The multicollinearity test is used to check whether there is a relationship between independent causes, by observing the ideal variance inflation factor (VIF).

If the VIF value is below 10 and the durability value is above 0, the reservoir displaying the response story above shows that there is no multicollinearity, and vice versa. The presence calculation in Table 3 shows the whole body durability value because it is above 0.01 and the VIF value is below 10, so it can be concluded that there is no multicollinearity in the presence of this mirror.

The heteroscedasticity test is used to determine whether there is inconsistent variance between the factors that prevail in a decline model. Our deterioration model should be vacated since the indication of heteroscedasticity. In this analysis, indications of heteroscedasticity were tested using Glejser's research to test its significance. If the ethical significance is > 0.05, the exemplary story does not contain any indication of heteroscedasticity. The results of heteroscedasticity research show that in this analysis model there is no indication of heteroscedasticity, because the whole body impression value is above 0.05.

Hypothesis Test Results

The test results consist of the Determination Coefficient Test, t Test (partial), and F Test (simultaneous) as follows:

Coefficient of Determination Test Results (R2)

Table 1. Coefficient of Determination Test Results (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879^a	.772	.763	1.13623

Source: Data Processing (2024)

The reservoir table records how much the design contributes to the independent reason (X) in criticizing the dependent reason (Y). From this certificate, the customized r square value is listed as 0.763. This means that the reasons for financial literacy, life dialect and social state influence financial behavior by 76.3%, while the remaining 23.7% is influenced by other particles.

t Test Results (Partial)

Table 2. T Test Results (Partial)

Model		t	Sig.
1	(Constant)	2.872	.005
	Financial Literacy	3.593	.001
	Lifestyle	2.901	.005
	Social environment	6.153	.000

Source: Data Processing (2024)

The first hypothesis in this determination states that financial literacy is related to financial literacy. The proof of this assumption comes from the results of the t experiment, where the t calculation of life views was 3,593 more strategies based on the t certificate life views of 1,97612. Apart from that, the hidden impression of life's perspective is 0.001, which is 0.05. Thus, it can be concluded that H1's assumption is accepted.

The second hypothesis in this analysis suggests that physical dialect has an impact on financial norms. This is supported by additional presumptive verification rewards, where the calculated ideal t of 2.901 beats the registered t ideal of 1.97612, and the ideal sensation found is 0.005 more than 0.05. Thus, it can be concluded that the H2 assumption is accepted.

The third hypothesis in this analysis states that the social zone is adequate to financial norms. This is proven by the experimental comparison of estimates, where the estimated t value of 6.153 is higher

than the registered t value of 1.97612, and the estimated sensation value of 0.000 is smaller than 0.05. Thus, the H3 estimate can be accepted.

F Test Results

Table 3. F Test Results

Model		F	Sig.
	Regression	85.688	.000[b]
1	Residual		
	Total		

Source: Processed Data (2024)

In the impact list above, it is explained that the independent cause (X) simultaneously has a significant outcome on the dependent cause (Y). This is proven by using an impression value of 0.000 more than 0.05.

Discussion
Financial literacy has an impact on financial ethics because a person who maintains a solid sense of financial condition is more concerned about managing his expenses, which in turn can improve his morals in financial management. A high level of financial literacy can provide a link to an individual's financial behavior. According to data from the majority of interviewees, film views use financial literacy credits in the medium category. This shows that the TPB beliefs hold a fairly strong connection, namely that a person's physical beliefs can encourage him to practice film ethics. The findings of this analysis are in line with previous analyzes conducted by (Kenale Sada, 2022), (Ramadhanissa & Murtani, 2024), (Pratama & Santoso, 2024), and (Maysah et al., 2024) which showed that financial literacy influences students' financial behavior.

The lifestyle and lifestyle of financial management have an influence on the financial management words of the 2016 Class of Business Education Study Program, Faculty of Economics, Medan State University. The existence of a continuation that means both causes have power over the dependent cause shows that employees with a dedicated lifestyle can provide a continuous mold for their financial management words. This is because sasian children are often influenced by the opportunity to carry out luxury goods. Therefore, a model of life should be able to encourage students to be wiser in handling situations, for example if they have their own commercial opportunities, for example in the world of shoes or clothing. In this way, more dedicated financial supervision can be developed and subordinates can get a remedy for jewelry fatigue from their financial supervision institution. This finding is based on research (Wahyuni & Setiawati, 2022), (Ritakumalasari & Susanti, 2021), (Sri Wahyuni Abdurrahman & Serli Oktapiani, 2020), and (Prasetyo & Siwi, 2022) which states that the pattern of life reflects a person's busyness and activities. Individual expenses, such as shopping, have become a segment since the term life cycle.

The social environment has an impact and influence on students' financial habits. This means that the more respectful the prosecutor is in managing his relationships, the more respectful his financial behavior will be. Apart from that, the financial aspect of the court also concerns whether the claimant is in the upper limit category or the upper limit category. This is in line with the ideology used in this determination, namely the Theory of Planned Behavior which states that a person's mind is influenced by the internal and external world. If the world appreciates the value of painting, the story goes that someone likes painting. According to Purba (2005) as part of (Aprinthasari & Widiyanto, 2020), the social world is a forum for the birth of various social relations between the senate and its institutions, using symbols, values and established values, along with using the heavenly world and the built world. or artificial (space arrangement design). The findings of this determination are supported by previous determinations carried out by (Panggabean et al., 2023), (Kenale Sada, 2022),

(Parhan et al., 2022) and (Deccasari et al., 2023) which indicate that social media has a significant impact on student financial behavior.

CONCLUSION

Based on a review of previous input and debate, it can be concluded that this determination involved 150 resource persons who were students from 4 high schools in Lumajang Regency which were connected by ITB Widya Gama Lumajang, IAI Syariffudin Lumajang, Lumajang University, STKIP PGRI Lumajang. The results show that financial literacy, life conversations and the social world have negative consequences for students' financial norms. Researchers believe that there are other molecules that affect a person's financial habits. Suggestions for further determination are to increase the number of causes or expand the target for determination, for example adding additional causes of separation or mediators.

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