THE IMPACT OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDE, FINANCIAL CULTURE ON FINANCIAL LITERACY: MEDIATING ROLE OF FINANCIAL BEHAVIOR

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Thesis

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MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024

THE IMPACT OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDE, FINANCIAL CULTURE ON FINANCIAL LITERACY: MEDIATING ROLE OF FINANCIAL BEHAVIOR

Thesis

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor of Management

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FACULTY OF BUSINESS
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2024

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PREFACE

Grateful praise is extended upon the completion of this thesis, titled *"The Impact of Financial Knowledge, Financial Attitude, Financial Culture on Financial Literacy: Mediating Role of Financial Behavior"*

This research represents a significant milestone in fulfilling the requirements for obtaining a Bachelor's degree in Management from the esteemed Faculty of Business at Universitas Multimedia Nusantara. Throughout this academic journey, the invaluable support and guidance of numerous individuals have been instrumental in navigating the complexities of this final project.

I would like to thank

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2. Dr. Florentina Kurniasari T., S. Sos., M.B.A., as the Dean of the Business Faculty of Universitas Multimedia Nusantara.
3. Purnamaningsih, S.E., M.S.M., as the Head of the Management Study Program of Universitas Multimedia Nusantara.
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5. My family who has provided material and moral support, so that I can complete this thesis.
6. My fellow international student friends for sharing your valuable insights and for connecting me with so many incredible people who have played a crucial role in helping me gather respondents for this thesis.
7. IISMA Alumni Club JABODETABEK for fostering such a strong and supportive community of international students.

I hope this research serves as a comprehensive resource of information and inspiration, contributing to a deeper understanding of the intricate dynamics of financial behavior among Indonesian international students. By illuminating the factors of financial literacy, financial attitudes, financial culture, and financial behavior, this study endeavors to make a meaningful contribution to the discourse and practices in financial education and student welfare. May this work inspire further exploration and development in this vital field of study.

Tangerang, 29 November 2024

Muhammad Kalevi Aydin Radithya

PENGARUH *FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDE, FINANCIAL CULTURE* TERHADAP *FINANCIAL LITERACY:* PERAN MEDIASI *FINANCIAL BEHAVIOR*

Muhammad Kalevi Aydin Radithya

ABSTRAK

Penelitian ini mengkaji pengaruh *financial knowledge, financial attitude,* dan *financial culture* terhadap *financial literacy* di kalangan penerima beasiswa pemerintah Indonesia yang studi di luar negeri, dengan menyoroti peran mediasi dari financial behavior. Penelitian dilakukan dengan 127 responden melalui survei online, dan data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *financial knowledge* berpengaruh signifikan terhadap *financial behavior,* yang selanjutnya meningkatkan *financial literacy. Financial culture* juga berpengaruh positif terhadap *financial behavior,* sementara *financial attitude* tidak menunjukkan pengaruh signifikan terhadap *financial behavior. Financial knowledge* berpengaruh tidak langsung terhadap *financial literacy* melalui *financial behavior*, sementara *financial attitude* dan *financial culture* tidak memediasi hubungan mereka dengan *financial literacy*. Penelitian ini mengisi kekosongan dengan fokus pada tantangan keuangan unik yang dihadapi penerima beasiswa Indonesia, serta pentingnya perilaku keuangan dalam mencapai literasi keuangan yang lebih baik. Penelitian ini menyarankan agar penyedia beasiswa memasukkan pelatihan literasi keuangan dalam program pra-keberangkatan, memberi mahasiswa keterampilan untuk mengelola keuangan mereka dengan baik selama studi di luar negeri, yang pada akhirnya akan meningkatkan kesuksesan keuangan dan akademik mereka.

Kata kunci: *financial knowledge, financial attitude, financial culture, financial behavior, financial literacy*

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ABSTRACT (English)

This research explores the impact of financial knowledge, financial attitude, and financial culture on financial literacy among Indonesian government scholarship recipients studying abroad, emphasizing the mediating role of financial behavior. Conducted with 127 respondents through an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), the findings reveal that financial knowledge significantly affects financial behavior, which in turn enhances financial literacy. Financial culture also positively influences financial behavior, while financial attitude does not significantly impact financial behavior. Financial knowledge indirectly improves financial literacy through financial behavior, whereas financial attitude and financial culture do not mediate the relationship between their respective variables and financial literacy. This study fills a gap by focusing on the unique financial challenges faced by Indonesian scholarship recipients, highlighting the importance of financial behavior in achieving better financial literacy. The study suggests incorporating financial literacy training into pre-departure programs, equipping students with essential skills to manage finances effectively while studying abroad, which will contribute to their financial success and academic achievement.

***Keywords**: financial knowledge, financial attitude, financial culture, financial behavior, financial literacy*

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES