

The Influence of Financial Literacy and Financial Attitude on Financial Management of Generation Z in Suli District

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Keywords : *Financial Literacy, Financial Attitude, Financial Management*

Abstract : *Scale used is the Likert scale. The data analysis used is SPSS 30 static analysis and all variable hypotheses Generation Z is a generation group that was born and grew up in the digital era and has unique characteristics compared to previous generations. They are known as "digital natives", which means they have been familiar with the internet, social media and modern technology since childhood. This research aims to determine the influence of financial literacy and financial attitudes on the financial management of Generation Z in Suli District. The population of this study is the population in this study, namely Generation Z in the sub-district, numbering 1,473. The number of samples used was 94 people from a total of 1,473 people surveyed using the Slovin formula. The measurement are accepted and can be stated to have a direct positive and significant effect.*

Introduction

Generation Z are people born from 1995 to 2010. They are very adept at technology, interacting with social media, expressive, and multitasking. With today's technological advances, Kazia Laturette, Luky Patricia W, and Lucky Subandi "Financial Literacy in Generation Z 132" it is very possible to have a consumerist attitude in generation Z and the need for financial literacy. (Laturette et al., 2021).

A person who understands what finance is, at least, can explain what finance is and, can manage finances to make good financial decisions for the future (Laturette et al., 2021). Generation Z faces the biggest challenge when it comes to saving. This is because many of them do not have the same income every month, while their parents often had delayed and limited income (Hasmaini & Siregar, 2024).

Generation Z needs financial literacy to make smart and efficient decisions about their money and economic resources (Clarisa Khotimatul Fitriyah, 2024). Financial literacy is very important in managing finances so that they can achieve financial satisfaction. People who do not know much about finance tend not to be able to predict and budget optimally in calculating their expenses, find it difficult to find financial services and products that can help and meet their financial needs, and they tend not to be able to assess and get financial satisfaction intrinsically. (Khamro et al., 2023).

A wise financial attitude is seen from how someone takes attitudes and decisions about how they manage their finances effectively and efficiently according to their needs. Financial attitudes have a significant influence on financial well-being because attitudes will determine the behavior shown in decision making. (Artha Aulia & Wibowo Adi, 2023)

Theory Of Planned Behavior (TPB)

The theory of planned behavior (TPB) is a further development of the Theory of Reasoned Action (TRA). The Theory of Planned Behavior (TPB) was initiated by Icek Ajzen in 1985 (Syamsudin, 2021).

Based on the theory of planned behavior, the easier it is to control attitudes, the better the attitudes of the individual being considered (Aida & Rochmawati, 2022)

Financial Literacy

Financial literacy is a person's ability to understand everything about their finances, including savings, investments, debt, insurance, and other financial tools. From this explanation, it can be concluded that financial literacy is a person's ability to manage their finances with the aim of achieving financial prosperity (Artha Aulia & Wibowo Adi, 2023).

H1: It is suspected that financial literacy has a positive and significant influence on the financial management of Generation Z in Suli District.

Financial Attitude

Financial attitude can be interpreted as a state of opinion, thoughts, and evaluation regarding finances. With personal financial attitudes, it is an important part of the success or failure of finances. Financial attitudes are the tendency towards attitudes with positive or negative characteristics regarding money. Financial attitudes can influence the condition of an individual's finances in order to live their daily lives. If an individual cannot take an attitude and makes a mistake in planning, it can certainly have a long-term impact (Haqiqi & Pertiwi, 2022)

H2 : It is suspected that financial attitudes have a positive and significant influence on the Financial management of Generation Z in Suli District.

Financial Management

Financial management is the process of planning, organizing, directing, and controlling financial resources to achieve specific goals, whether in the context of individuals, families, or organizations. Good financial management involves making wise decisions regarding income, expenses, savings, investments, and debt management. Finance is an important aspect that is part of every individual. Financial knowledge helps individuals use money more wisely. Personal financial management is part of financial management (Pranata et al., 2024).

H3: : It is suspected that financial attitudes have a positive and significant influence on the financial management of Generation Z in Suli District.

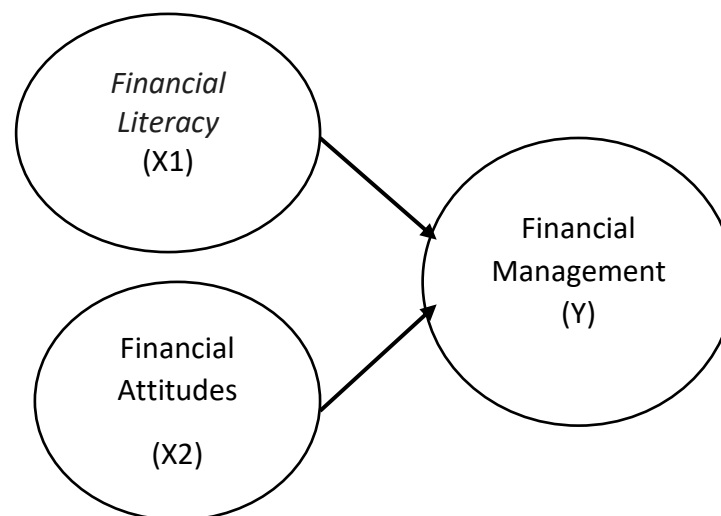


Figure 1. Conceptual Framework

Research Method

The method used in this study is quantitative. Data collection techniques consist of primary data and secondary data. Primary data is taken by distributing questionnaires to respondents. The population in this study was Generation Z in the sub-district totaling 1,473. The number of samples used was 94 people from a total of 1,473 people surveyed using the Slovin formula. The sample criteria are individuals aged 15-28 years. The measurement scale used is the Likert scale. The data analysis technique used is SPSS 30 Statistical Analysis. The tests used are: Validity Test, Reliability Test, Multiple Linear Regression Test, Partial Test, Simultaneous Test and Determinant Test. This research was conducted in Suli sub-district from January 2025 to February 2025 with data collection through questionnaires on Generation Z in Suli sub-district.

Validity test

Table 1. Validity Test Results

Variable	Item Number	R Count	R Table	Item status
Financial Literacy X1	X1p1	0,807	0,168	Valid
	XP2	0,706	0,168	Valid
	XP3	0,680	0,168	Valid
	XP4	0,765	0,168	Valid
	XP5	0,691	0,168	Valid
	XP6	0,768	0,168	Valid
	XP7	0,802	0,168	Valid

Variable	Item Number	R Count	R Table	Item status
Financial Attitude X2	X2p1	0,833	0,168	Valid
	X2p2	0,696	0,168	Valid
	X2p3	0,743	0,168	Valid
	X2p4	0,767	0,168	Valid
	X2p5	0,801	0,168	Valid
	X2p6	0,751	0,168	Valid
	X2p7	0,793	0,168	Valid
	X2p8	0,738	0,168	Valid
	X2p9	0,844	0,168	Valid
Financial Management Y	Y1p1	0,803	0,168	Valid
	Y1p2	0,769	0,168	Valid
	Y1p3	0,726	0,168	Valid
	Y1p4	0,672	0,168	Valid
	Y1p5	0,670	0,168	Valid
	Y1p6	0,646	0,168	Valid

Data source: Spss processed data, 2025

Based on the results of the validity test table above, it can be seen that all statements about financial literacy (X1), financial attitudes (X2), and financial management (Y) are declared valid because the calculated R value is greater than 0.168, so it is concluded that all statement instruments are declared valid.

Reliability Test

Table 2. Reliability Test Results

	Crombach'alpha	Standar	Item Status
Financial Literacy (X1)	0,882	0,60	Realibel
Financial Attitude (X2)	0,923	0,60	Realibel
Financial Management (Y)	0,851	0,60	Realibel

Data Source: Spss Processed Data, 2025

Based on the table above, it can be seen that the reliability test results show that all variables are declared reliable because the Crombach's alpha value is > 0.60 .

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.112	0,995		5.136	.000
Literasi keuangan (X1)	.209	.103	.270	2.030	.045
Sikap Keuangan (X2)	.365	.076	.646	4.859	.000

Dependent Variable: Financial Management

Data Source: Spss Processed Data, 2025

Based on the table above, it can be seen that the constant (value a) is 5.112 and for x1 (value b) is 0.209, for X2 (value b) is 0.365, so that the multiple linear regression equation can be obtained as follows:

$$Y = 5.112 + 0.209x_1 + 0.365x_2 + e$$

Which means:

- Constant value of 5.112. It can be explained that the constant value of 5.112 states that if the financial literacy variable (X1) and the financial attitude variable (X2) are 0, then the financial management variable (Y) is 5.112.
- The coefficient value of x1 of 0.209 means that for every 1% increase in the variable x1 (financial literacy), financial management increases by 0.209 or vice versa if there is a decrease in x1 (financial literacy), financial management decreases by 0.209.
- The coefficient value of x2 of 0.365 means that for every 0.365 increase in the variable x2 (financial attitude), financial management Y will also increase by 0.365.

Partial Test (t)

Table 4. partial test
Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	5.112	0,995		5.136	.000
Financial Literacy (X1)	.209	.103	.270	2.030	.045
Financial Attitude (X2)	.365	.076	.646	4.859	.000

Dependent Variable: Financial Management

Data Source: Spss Processed Data, 2025

a. Results of financial literacy hypothesis test

H1: Financial literacy has an effect on financial management. The sig. value of variable x1 is 0.045 (> 0.05), so it can be concluded that variable x1 has no effect on variable Y.

b. Results of financial attitude test

H2: Financial attitude has an effect on financial management. The sig. value of variable x2 is 0.000 (<0.005), so it can be concluded that variable x2 has a significant effect on variable Y.

Simultaneous Test (f)

Table 5. Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	962.003	2	481.002	206.959	.001 ^b
	Residual	211.497	91	2.324		
Total		1173.500	93			

a. Dependent Variable: Financial Management

Predictors: (Constant), Financial Attitude, Financial Literacy

Based on the results of the F test above, the calculated F value is 206.959 with a significance level of 0.001. Because the calculated F is greater than the F table (206.959>291), it can be concluded that H3: Financial Literacy, Financial Attitude, has an effect on financial management. Dictors: (Constant), Financial Attitude, Financial Literacy.

Determinant Test Results (r²)

Table 6. Determinant Test Results

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.905 ^a	.820	.816	1.525

a Predictors: (Constant), Financial Attitude, Financial Literacy

Based on the table above, it is known that the determination value (R-Square) is 0.82. This means that 82% of financial literacy variables can be explained by consumer behavior, the remaining 18% is explained by other variables not included in this research model.

Discussion

The Influence of Financial Literacy on Financial Management

Based on the results of the Spss test, the results of the study on generation Z in Suli District showed that financial literacy was significant for the financial management of generation Z, so the results. Financial literacy has a significant positive effect on financial literacy (Name et al., 2024). These results are shown in the t-test value of 045 (> 000) so that the financial literacy variable x1 is the main factor influencing the financial management variable of generation z in Suli District.

Financial Attitude Towards Financial Management

Based on the results of the Spss test, the results of the study on generation Z in Suli District showed that financial attitudes were significant towards financial management because they were in line with the finances of generation Z in Sliwung Village, Situbondo Regency (Dian et al., 2023). This result is shown in the value of 0.00 for the financial attitude variable x2 towards the Financial management of generation Z in line with the financial management of generation Z in Suli District. There is an interaction between financial literacy and financial attitudes in influencing the financial management of generation z in Suli sub-district

Based on the results of the research analysis, it was found that the variables of financial literacy and financial attitudes have a significant effect on financial management. There is a simultaneous effect together on the financial management of generation Z in Suli sub-district.

Conclusion

Based on the results of the discussion of this study, it can be concluded that financial literacy has a positive and significant effect on the financial management of generation Z in Suli sub-district

Suggestion

Generation Z can choose which is a need that needs to be fulfilled and which is just a desire. It would be better if they could minimize spending and not just follow the trends that exist among the generation.

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