

ANALYSIS OF FINANCIAL MANAGEMENT BEHAVIOR IN GENERATION “Z”

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ABSTRACT

Deployment of the COVID-19 outbreak has impacted the behavior of finance Indonesian society, especially Generation Z. This is seen from the Index Behavior Finance Generation Indonesia is still young and classified low and condition finances including in category not enough healthy, so needs check-ups and steps repair. Therefore the study aims to know the influencing factors of behavior management finance generation Z. Approach quantitative used in the study with Generation Z as the population. The retrieval technique sample use purposive sampling with the total sample collected as many as 368 respondents. For analyzing the data used technique analysis Partial Least Squares (PLS). Research results show convenience fintech's non-significant effect on behavior management finance. Attitude finance is influential and significant positive to behavior management finance. As well as style life can mediate influence convenience fintech and attitude finance to behavior management finance.

Keywords: lifestyle, attitude, behavior, ease of use.

1. INTRODUCTION

According to the Central Bureau of Statistics (2021), generation Z is the generation born between 1997 to 2012. The results of the 2020 Population Census (SP2020) show that the majority of Indonesia's population is dominated by Generation Z with the proportion of generation Z amounting to 27.94% of Indonesia's total population or 74.93 million people. This generation is included in the productive age which can be an opportunity and challenge for Indonesia, both now and in the future, because this generation has the potential to become an actor in accelerating economic growth and development which will determine Indonesia's future.

Zoomers generation may tend to make more uncontrolled financial decisions than their predecessors given that they grew up in relatively affluent, stable, and open environments compared to the Baby Boomer generation (Mawad et al., 2022) . Thus, it is important for this generation to understand the important role of financial behavior in achieving goals to increase their ability to manage finances in a better way (Akib et al., 2022).

Good financial behavior involves understanding good financial concepts and effective money management through budgeting, saving, controlling expenses, investing, and paying debts on time, all of which are necessary for optimal financial growth so as to provide individuals with financial actions that are useful for the future. front (Puspita & Isnalita, 2019; Tukan et al., 2020) . According to Gunadi & Dara (2022) state in his research that influencing factors financial management behavior i.e financial knowledge, financial attitude, and internal locus of control. Apart from that, service financial technology and style life is also included in one factor affecting behavior finance (Ferdiansyah & Triwahyuningtyas, 2021) .

Based on description previously related with foundations study previous, gap findings

research that does not consistent in literature, and urgency behavior finance in generation Z, so needed inspection scientific more urther purposeful for know about influencing factors behavior management finance in generation Z.

2. LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior is development from the Theory of Planned Action (Theory of Reasoned Action) (Merawati & Putra, 2015) . Theory of Planned Behavior (Ajzen (2012) states that's it man tend act in accordance with intention and perception control through behavior certain, where intention influenced by behavior behavior, subjective norms, as well control behavior.

Behavior Management Finance

Behavior finance is behavior positive that enhances ability finance related individuals with planning expenses, payments bill, creation budget, routine savings, management credit, and handle problem finance other (Bhargava et al., 2022; Khalisharani et al., 2022) . Apart from that, behavior finance connote with all aspect behavior human beings are related and interconnected with management of money and resources Power finance (Mawad et al., 2022) . Whereas behavior management finance is people's ability to do tasks finance like compose, create plan, make budget at a time monitoring, managing, controlling, searching, storing and bookkeeping income For period long nor short (Ramli et al., 2022; Reviandani, 2022) .

Financial Technology (Fintech)

FinTech defined in a way wide as innovation related digital technology with blockchain and big data used in design and deliver services and products finance For various most important organization care with enhancement quality products and services solutions backed finance Technology Information for increase efficiency operational system finance nor push integration service finance with technology information and communication (Bouteraa et al., 2023; Chen et al., 2023; Lontchi et al., 2023) .

Attitude Finance

Attitude finance is reaction individual to use principles finance For produce and maintain mark through taking decisions and management source good power (Banthia & Dey, 2022; Sorongan, 2022) . Attitude own three component main that is cognitive, affective, and behavioral (Robbins & Judge, 2017) . Ameliawati & Setiyani (2018) state that somebody with attitude good finances, will own ability good finances too. Meanwhile, those who lack financial attitudes will have low financial literacy. In measuring financial attitudes, it can be seen from the pattern of managing money well, making financial plans, the attitude of not spending money, buying according to needs (Mien & Thao, 2015) .

Lifestyle

Lifestyle is pattern life someone in the world expressed in activities , interests and opinions (Hudayani et al., 2022) . Whereas according to Acker (2015) define draft style live from two broad perspectives ie style life as typology behavior activities and patterns use time, and style life as

orientation behavior values, attitudes and preferences and motivating latent factors pattern behavior. Study this develop research models for research influence direct nor no direct connection convenience fintech and attitude finance to behavior management finance with style life as variable mediation.

3. METHODOLOGY

Population and sample

A quantitative approach was used in this research. Quantitative research is characterized by a deductive approach to the research process aimed at proving, disproving, or lending credence to existing theories; involves measuring variables and testing relationships between variables to reveal patterns, correlations, or causal relationships; produce statistical data (generally from large samples) (Leavy, 2017). The population in this study is Generation Z. The research sample was taken using a purposive sampling method, the total sample of respondents used in this study was 368 people.

Data analysis

This research data analysis uses Partial Least Square (PLS), which is a method for constructing models that can be predicted when there are too many factors. PLS consists of external relationships (outer model or measurement model) and internal relationships (inner model or structural model).

4. RESULTS AND DISCUSSION

Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit-model test. The R^2 value explains how much the exogenous (independent/free) variable in the model is able to explain the endogenous (dependent) variable which can be explained by the R^2 (lifestyle) value of 0.568, which means that lifestyle is influenced by the variables Ease of fintech and financial attitude by 56.80%, while 43.20% is influenced by other variables (apart from the variables Ease of fintech and financial attitudes) which have not been included in the model and errors. Then the R^2 value (financial behavior) is 0.579, which means that financial management behavior is influenced by the variables Ease of fintech, financial attitudes and lifestyle by 57.90%, while 42.10% is influenced by other variables outside the model (apart from the ease variable fintech, financial attitudes, lifestyle).

Table Path Analysis of Structural Model

	Original sample (O)	Sample mean (M)	elementary school	T-Statistics	p-values	Conclusion
Influence Direct						
Lifestyle -> Behavior Management Finance	0.175	0.170	0.065	2,683	0.008	Significant
Ease -> Behavior Management Finance	0.061	0.066	0.064	0.954	0.341	Non-Significant
Attitude Finance -> Behavior Management Finance	0.622	0.623	0.044	14,210	0,000	Significant
Indirect Influence _						
Ease -> Lifestyle -> Behavior Management Finance	0.111	0.108	0.041	2,725	0.007	Significant
Attitude Finance -> Lifestyle -> Behavior Management Finance	0.036	0.035	0.016	2,256	0.024	Significant

Source : Data Processing Results

5. DISCUSSION

Based on testing hypothesis study show that convenience fintech influential however no significant to behavior management finance. Phenomenon this caused based on knowledge to use financial technology from students and students not yet fully maximum. With exists financial technology make it easier user for do transaction in a way which online practical users can track short for direct do transactions which fulfill need consumption. According to Hsueh & Darnall (2017) Technology Finance is also mentioned as FinTech, is a service model finance newly developed through innovation technology information. Research result this in line with research that has been conducted by Firlianti et al. (2023); Haqiqi & Pertiwi (2022) who get results that financial technology no influential to behavior finance. Based on testing hypothesis study show attitude finance influential significant positive to behavior management finance. Research result the showing that somebody will behave finance with Good if that person own attitude good finances too. Research result in line with study Adiputra & Patricia (2020) and Wasita et al. (2022) which states that attitude finance influential significant positive to behavior finance. That matter because attitude finances carried out by someone is a that person's thoughts and opinions in make something indicated decision through behavior his finances. Based on study showing that style life influential significant and valuable positive to behavior management finance. This matter can interpreted that the more Good generation Z in manage style right life, will impact on behavior management their finances reflect the more good too. Research result this in accordance with research conducted Elitasari et al. (2022); Nazah et al. (2022); and Siregar & Simatupang (2022) that style life influential significant and valuable positive to behavior finance. From the results study style life as mediation from fintech ease and attitude finance to behavior management finance

show significant results. That convenience in Fintech will influence style life, environment with style high life can make generation Z carried over current trends that cause they forget about urgency in manage finance for interest in century front.

On the other hand, generation Z who are aware of the urgency in managing finances and the future will have a priority scale in spending the money they have, so that money is not wasted on things that are less useful. This can change their way of life. The right lifestyle will create a mindset in using money well and correctly, this will form good financial behavior patterns. This matter in line with statement Ferdiansyah & Triwahyuningtyas (2021) explain that although own style inclined life high, however they still capable show behavior good finances with size planning finance, control finances, savings as well as investment .

6. CONCLUSION

Study This discuss related with influencing factors behavior management finance in generation Z. Research results show that convenience fintech no capable give contribute to improvement behavior management finance. This matter means the more it's easy do transaction no increase level consumptive from generation Z. Attitude finance capable give contribution in enhancement behavior management finance. This matter show that generation Z will own behavior management good finances if they own attitude good finances too. Apart from that, the ease of fintech and attitude finance through style you can live too contribute to behavior management finance generation Z.

With so, next recommended Generation Z can more deepen knowledge and apply about knowledge investment, remember they has own income personal. Generation Z owns literacy finance height, lifestyle good hedonists, as well attitude good finances can create behavior management effective finance. Apart from that, in the future it will also be possible done study more carry on related factor behavior management finance with add other variables big five personality so in the end can used for analysis policy investment.

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