

The Effect of Financial, Attitude, and Financial Knowledge on the Personal Finance Management of College Collage Students

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Abstract: College collage studentss are one part of the community involved in the use of finance to be used in the level of daily consumption. Collage studentss of the Faculty of Economics and Business of Islam, North Sumatera State Islamic University (UINSU) - Medan who have indeed studied matters relating to economics and finance that should have added value better than other circles. Therefore, it is very important for collage studentss to know and apply the meaning of personal financial management to be able to become collage studentss who are good at managing finances and living more prosperously in the future. Researchers are interested in knowing whether there is an influence between the level of financial knowledge of a collage students on personal financial management. The study was conducted at the Faculty of Economics and Islamic Business UINSU-Medan by taking collage studentss as the population. The sample of respondents as many as 98 collage studentss. By applying method using the SPSS Version 23 tool, it can be concluded that Financial Attitude has a positive and significant effect on Personal Financial Management. Financial Knowledge has a positive and significant effect on Personal Financial Management. Financial Attitude and Financial Knowledge have a positive and significant effect on Personal Financial Management.

1 INTRODUCTION

The increasing needs and desires of Indonesian people caused by the development of human civilization that is increasingly advanced. Working and earning income is one way to fulfill it. After getting it, individuals also need to manage income well so that they can use it with their respective portions. One intelligence that must be possessed by modern humans is financial intelligence, which is intelligence in managing personal financial assets.

Some people tend to store a lot of information, some want to gather information before making a purchase, and some people want to follow their instincts. By applying the correct way of financial management, the individual is expected to get the maximum benefit from the money he has. Collage studentss as young people not only face increasing complexity in financial products, services and markets, but they are more likely to have to bear greater financial risks in the future.

Many people who do not understand about finance cause them to suffer losses, either due to a

decline in economic conditions and inflation or because the development of an economic system that tends to be wasteful because people are increasingly consumptive. Many people who use home loans and credit cards, but because of lack of knowledge, not a few who suffer losses or often occur differences in calculations between consumers and banks. Many people are still unable to invest or access the capital market and money market, because people do not have the knowledge enough about it. Meanwhile, education about finance (financial education) is still a big challenge in Indonesia. Financial education is a long process that spurs individuals to have financial plans in the future in order to obtain prosperity in accordance with the patterns and lifestyles they live (Nababan and Sadalia, 2013).

Understanding financial attitude (financial attitude) according to Pankow (2003) as quoted by Ningsih and Rita (2010), namely financial attitude is defined as a state of mind, opinion, and assessment of finance. Personal financial attitude is an important contributor to the success or failure of consumer finance. thus, several studies have been carried out to

examine the management of collage students finances either from one's own financial attitude or in conjunction with financial knowledge and financial behavior. So it can be interpreted that a person's attitude refers to how they feel about personal financial problems that can be measured by responses to a statement or opinion (Marsh, 2006). Financial attitude will help individuals in determining their attitudes and behavior both in terms of financial management, financial budgeting and making decisions.

In a simple sense personal finance consists of 2 (two) parts. "Finance" relating to finance, or money, or can also be interpreted as the science of managing money. "Personal" means a person, or someone. In this context, personal finance can be defined as the financial management of individuals or families needed to get a budget, savings, and spend resources over time, taking into account various financial risks for the future.

Good personal financial management is not enough for collage studentss and collage studentss in planning, budgeting, examining, managing, controlling, searching and storing daily financial funds properly. Therefore financial education is needed for the introduction of financial knowledge so that collage studentss and collage studentss can get to know and know how financial management actually takes a responsible decision. Financial knowledge (financial knoeledge) at this time is needed, because the community at the time nowadays tend to buy something in accordance with their wishes. To have financial knowledge it is necessary to develop financial skills and learn to use financial tools. Setting up a budget, choosing an investment, choosing an insurance plan and using credit are examples of financial skills. Financial skills are a technique for making decisions in personal financial management. Financial tools are forms and charts used in making personal financial management decisions (such as checks, credit cards, debit cards) (Ida and Chintia Yohana Dwinta, 2010).

Collage studentss are one part of the community involved in the use of finance to be used in the level of daily consumption. Consumptive and instant life style makes collage studentss often spend money to buy what they really don't need. Moreover, nowadays technology is increasingly developing, so they can easily buy anything they want through online shop. Increasing the activity of collage studentss in searching for goods through online shop will certainly increase the use of pulsadi compared to those who are not online. While problems in holding money most experienced by collage studentss, especially those

who are not at home with their parents. This is because collage studentss are in a transition from dependence to financial independence.

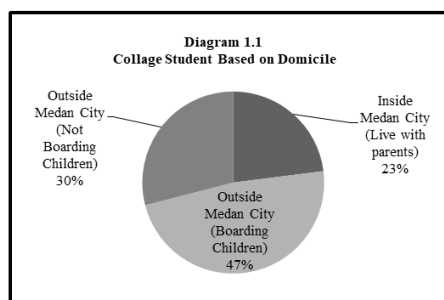


Figure 1.

Most of the collage students of the Faculty of Economics and Business Islam, North Sumatra State Islamic University Medan are overseas collage studentss and far from parents, in meeting the necessities of life, always waiting for parental deliveries of 14 people (47%). In addition there are also those who are outside the city of Medan (Binjai, Stabat, Perbaungan, Lubuk Pakam and Belawan) but not as many as 9 boarders (30%). They use private and public transportation to access universities that are not nearby. And the category in Medan (living with parents / guardians) is 7 people (23%). The attitude of collage studentss in allocating money from parents / guardians depends on their individual behavior. Some groups of collage studentss spend all remittances from their parents, even they always ask for additional transfers.

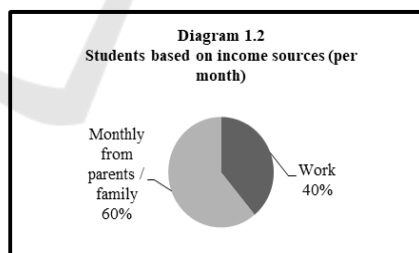


Figure 2.

Diagram 1.2. shows of 30 collage studentss 12 people who already have jobs such as opening an online business, teaching private tutoring, working in restaurants, opening a culinary business, working in a workshop and others. Eighteen people who only rely on monthly money from parents / family without work, if they are not good at managing their finances, the funds prepared for a month can be used up within a week. Managing collage students finances that has worked in contrast to collage studentss who have not

yet worked because they can value money more. They better understand how difficult it is to get money, different from collage studentss who get money only by asking parents / guardians.

For collage studentss, personal financial management is not an easy thing to do because there are only difficulties faced, one of which is the phenomenon of consumer behavior that develops. Consumptive behavior encourages people to consume goods or services excessively without paying attention to the scale of priorities. / guardian, or monthly money that is untimely, due to the depletion of funds due to unexpected needs, or due to wrong personal financial management (no budgeting), as well as lifestyles and wasteful consumption patterns.

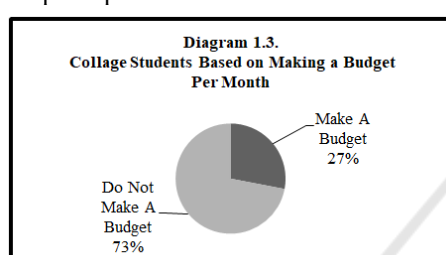


Figure 3.

Collage studentss who do not make a monthly budget get 73% (22 people), this shows that there are still few collage studentss who routinely make a budget as shown in diagram 1.3, which is as much as 27% (8 people). This makes it difficult for collage studentss to apply personal financial management, because they do not make financial details every month. Collage studentss of the Faculty of Economics and Business of Islam, North Sumatra State Islamic University (UINSU) - Medan who have indeed studied matters relating to economics and finance that should have added value that is better than other circles. Therefore, it is very important for collage studentss to know and apply the meaning of personal financial management to be able to be a collage students who is good at managing finances and living more prosperously in the future. Researchers are interested in knowing whether there is an influence between the level of financial knowledge of a collage students on personal financial management.

1.1 Formulation of the Problem

Based on the background, the main problem that will be resolved from this research is how financial attitudes and financial knowledge that have been done by collage studentss in conducting personal financial

management of the Faculty of Economics and Islamic Business UINSU - Medan.

In connection with this problem, several questions need to be answered:

- 1) Does financial attitudes have a significant effect on personal financial management?
- 2) Does financial knowledge have a significant effect on personal financial management?
- 3) Does financial attitude and financial knowledge have a significant effect on personal financial management?
- 4) Does gender moderate the effect of financial attitude and financial knowledge on personal financial management?

1.2 Research Purposes

Referring to the above research problem formulation, the purpose of this study is to obtain a policy / formula design and an effective strategy implemented to improve collage students personal financial management. For this we need to analyze:

- 1) Analyzing financial attitude has a significant effect on personal financial management.
- 2) Analyzing financial knowledge has a significant effect on personal financial management.
- 3) Analyzing financial attitude and financial knowledge has a significant effect on personal financial management.
- 4) Analyzing gender moderates the effect of financial attitude and financial knowledge on personal financial management.

2 LITERATURE REVIEW

2.1 Description of Theory

2.1.1 Financial Attitude

Financial attitude is a state of a person towards finance that is applied to attitude. Attitudes are part of beliefs, feelings-assessed feelings and intentional behavior towards people, objects, and events (an attitude object) (Taufiq Amir, 2017: 31). Attitudes are evaluative statements both pleasant and unpleasant toward objects, individuals , and events (Robbins & Judge, 2008).

According to Ersha Amanah, Dadan and Aldila (2016), attitude is a measure, opinion and rating of a person towards the world in which they live. And according to Pankow (2003), attitude is a measure of a person's state of mind, opinion and assessment of the world he lives in. So that financial attitude is a

person's condition, opinion or assessment of money that is applied or applied to attitude. Based on the research of Hayhoe, et al (1999), the financial attitude possessed by a person will influence and assist the individual in behaving and behaving towards finances. Both in managing, budgeting and decisions to be taken. Financial attitudes can be influenced by family, school and so on. If an individual is in a good financial management environment, then the individual will automatically be able to manage finances well too.

Financial attitudes can be reflected by the following six concepts (Furnham, 1984), namely:

- a. Obsession, refers to a person's mindset about money and their perception of the future to manage money well.
- b. Power, which refers to someone who uses money as a tool to control others and according to him money can solve problems.
- c. Effort, refers to someone who feels worthy of having money from what he has done.
- d. Inadequacy, refers to someone who always feels that he doesn't have enough money.
- e. Retention, refers to someone who has a tendency not to want to spend money.
- f. Security, referring to someone's very old-fashioned view of money as the assumption that money is better to be kept alone without saving in a bank or for investment.

The instrument used in financial attitude research adopted a study conducted by Zahroh (2014). The indicators used are:

- a. Orientation towards personal finance: habits in planning financial budgets.
- b. Debt philosophy: The negative attitude used when collage students financial security is limited.
- c. Money security: Collage studentss will feel secure in their financial condition.
 - d. Assessing personal finance: Personal finance that reflects the nature of collage studentss.

2.1.2 Financial Knowledge

Knowledge refers to what individuals know about personal financial matters, as measured by their level of knowledge about various personal financial concepts. According to Kholilah and Iramani, Financial Knowledge, is one's mastery of various things about the world of finance (2013). Youth learn about money mostly from school and parents, with an emphasis on savings (Chowa, et.al, 2012). In its development, knowledge about finance began to be introduced to various levels of education.

To handle personal finance systematically and successfully, knowledge is needed. Financial knowledge has a relationship with financial literacy and financial education. Financial literacy is knowledge of facts, concepts, principles, and technological tools to find out about finance (Garman and Gappinger, 2008). Mason and Wilson (2000), financial literacy is the process by which individuals use skills, resources, and knowledge to process information and make decisions with knowledge about financial decisions. Meanwhile, according to Lusuardi (2008), financial literacy is defined as knowledge of basic financial concepts including multiple knowledge, differences in nominal values and real values, basic knowledge about risk diversification, time value of money and others.

Financial knowledge is important to know the financial knowledge that is used for daily needs and long-term needs. Many collage studentss do not understand finance so that it can cause collage studentss to experience wasteful or tend to be wasteful of collage studentss who are increasingly consumptive.

2.1.3 Personal Financial Management

Financial management is management that regulates all matters related to financial or funding issues. So, financial management is often defined as a way of planning, budgeting, checking, managing, controlling, finding and saving funds or money for an institution or company. For personal financial management, of course the understanding can be more concise, namely how to manage income, expenses, spending on basic needs and personal savings.

Humans have needs and desires. Meeting the needs of life is the main goal of personal financial management. Then, after various needs are met, then you fulfill your desires. The following are some types of needs according to the level that needs to be met first:

- a. Primary needs are basic needs that absolutely must be met by humans. This need is very important. Usually, humans will work to be able to meet their primary needs first. Included in primary needs are food, drink, clothing and shelter.
- b. Secondary needs are supporting human primary needs. Secondary needs are only thought of by humans when their primary needs have been met. Examples are nutritious food and drink, clean and neat clothes, owning a home, health and seeing a doctor when sick, having a vehicle, schooling

education, simple entertainment and saving money.

- c. Tertiary needs are supporting primary and secondary needs. These needs can be met if the primary and secondary needs have been met. Examples are eating and drinking in luxury restaurants, dressed in boutique or well-known brands, owning luxury homes, seeing doctors and the best hospitals, owning luxury vehicles, education in elite schools, entertainment abroad, saving and investing.

The Following are some source of personl finance is like works, Running a business, Giving, and investmen. According to Luqyan and Murniati (2018), there are several parts in managing personal finances, namely:

- a. Managing Income

Revenue management (managing income) is the most important part in financial planning because without income and a clean source, any good financial planning will be in vain. One of the good things about planning is the return of financial control to our own hands. It said 'back' because it was a habit when it came to money, often leaving it out of control, especially for expenses. The ability to control finances is the key to being able to live in peace and blessings.

- b. Managing Needs

A simple definition of needs is anything without these items that will suffer, generally called very basic needs, such as food, clothing and shelter. Revenue allocated for several expenses can be grouped in several important items according to the desired priority scale.

- c. Managing Dreams / Wants

Desires or dreams are things that are desired to complete life can be due to provide comfort or beautify the environment around us. Simply wants are all needs that have a secondary dimension. There are no special restrictions that govern wants because the desires of each individual are very relative and vary according to the times, where they live, or the socioeconomic conditions of each. That must be considered are excessive signs and redundant.

3 METHOD

3.1 Research Type

This type of research is descriptive and associative research. Descriptive and associative research is carried out because of the variables to be examined in

relation to and the purpose of presenting a structured, factual and accurate picture of the facts and the relationships between the variables studied. Descriptive according to Sugiyono (2014: 53), which is a problem statement regarding the question of the existence of an independent variable, whether only on one or more variables (the independent variable is a standalone variable, not an independent variable always paired with the dependent variable).

This descriptive method is a method that aims to find out the nature and deeper relationship between two variables by observing certain aspects more specifically to obtain data in accordance with existing problems with research objectives, where the data is processed, analyzed, and processed furthermore with the basic theories that have been studied so that the data can be drawn a conclusion. In this research, descriptive is used to explain the influence of financial attitude, financial knowledge, personal financial management, and gender on the collage studentss of the Faculty of Economics and Islamic Business UINSU-Medan.

While associative according to Sugiyono (2014: 55) is associative research is a study of two or more variables. In this research, a theory can be built that can serve to explain, predict and control a phenomenon. In this study, the associative method is used to explain the effect of financial attitude, financial knowledge, personal financial management, and gender (moderating variables) on collage studentss of the Faculty of Economics and Islamic Business UINSU-Medan.

3.2 Data Collection Methods

3.2.1 Population

Population is a whole individual or a certain object or size obtained from all certain individuals or objects to be studied that have certain characteristics, clear and complete. The population in this study are all collage studentss who are still actively studying at the Faculty of Economics and Islamic Business, State Islamic University of North Sumatra (UINSU) - Medan. The collage students population used as a reference is the total number of collage studentss who are still active in college starting from the first semester to the last semester, active collage studentss were recorded from 2015 to 2018 as many as 4,363 people.

3.2.2 Sample

The reason for selecting samples by using purposive sampling technique is because not all samples have criteria in accordance with this study, namely by

setting certain criteria that must be met by the sample used in the study. As for the criteria in selecting the research sample are respondents who have made repeat purchases at least 2x for the past 3 years.

The research uses the Slovin formula because in sampling, the numbers must be representative so that the results of the study can be generalized and the calculation does not require a table of the number of samples but can be done with formulas and simple calculations. The Slovin formula for determining samples is as follows:

$$n = N / (1 + N [(e) ^ 2])$$

Where:

N = Number of population

n = Number of samples

e = error rate

Obtained:

$$n = 4,363 / (4,363 ((10\%)) ^ 2 + 1)$$

$$n = 97, 759 = 98 \text{ respondents}$$

So that the number of samples to be used in this study were 98 respondents. The sampling technique uses purposive sampling, namely the taking technique with certain considerations (Sugiyono, 2010). Respondents are limited by the following inclusion criteria:

- a. Collage students taking Bachelor Degree (S-1).
- b. Collage students who have studied financial management courses.

3.2.3 Data Sources

Table 3.1 Total of FEBI UINSU Collage students 2015 to 2018

No.	Majors	Semester	total	%
1.	S-I Islamic Economy	1 s.d. 8	1.301	34%
2.	S-I Islamic Accounting	1 s.d. 8	957	25%
3.	S-I sharia Banking	1 s.d. 8	1.196	31%
4.	S-I Sharia Insurance	1 s.d. 8	394	10%
Total Collage Students			3.848	100%

Then to determine the number of respondents from each group are as follows:

- 1. S-I Islamic Economy = $98 \times 34\% = 33.13 = 33$ Respondents
- 2. S-I Islamic Accounting = $98 \times 25\% = 24.37 = 24$ Respondents
- 3. S-I Sharia Banking = $98 \times 31\% = 30.45 = 31$ Respondents
- 4. S-I Sharia Insurance = $98 \times 10\% = 10.03 = 10$ Respondents

Table 3.2 Total Research Samples Per Departement

No.	Majors	Semester	Total
1.	S-I Islamic Economy	1 s.d. 8	33
2.	S-I Islamic Accounting	1 s.d. 8	24
3.	S-I Sharia Banking	1 s.d. 8	31
4.	S-I Sharia Insurance	1 s.d. 8	10
Total Sampels			98

4 RESULTS AND DISCUSSION

Based on the research results and the discussion. Has been carried out in this study, Then the researcher takes the conclusion as follows:

- a. Financial Attitude has a positive and significant effect on Personal Financial Management. This study proves that the financial attitude of the students of the Faculty of Economics and Islamic Business UINSU - Medan influences personal financial management. This is indicated by the results of the t-test used to measure whether financial attitude influences personal financial management. The t-test shows that the significance value is below 0.05 which is 0.000. The significance value of this test is the basis for making a decision to reject Ho and accept H1 so that it can be concluded that there is an influence between financial attitude on personal financial management. Financial attitude that affects personal financial management makes students of the Faculty of Economics and Islamic Business UINSU-Medan to be able to do better financial management of personal finance. This will influence students and students to be able to determine what kind of actions they should take which they then apply to attitude. Students and students who have a good financial attitude will become a habit for students and will become behavior that will be difficult to change. If the financial attitude is good, the financial behavior in managing personal finances is also good. Students can reduce their difficulties if they are able to manage their personal finances with attitudes that should be applied in life so that it can facilitate financial decision making. Inversely related to that, if they do not have a good financial attitude then they themselves are making it difficult to manage their finances. Finally there are no good habits so it is very difficult to respond to matters

concerning personal finances. Financial attitude is a state of mind, opinion, and assessment of someone's personal finances, which are then applied to the attitude. A person's thoughts, opinions and judgments about their personal financial situation will determine what actions they will take. For example savings, if someone has thoughts, judgments, and opinions that saving is not important. Then the person will not save. If these thoughts, opinions, and judgments (attitudes) continue, it will become a habit / behavior (behavior) that will be very difficult to change. Financial Attitude influences personal financial management supported by the concept proposed by Furnham, namely the concept of obsession and retention. The concept of obsession has a meaning in a person's mindset about money and his perception of the future to manage his personal finances well while the concept of retention refers to someone who has a tendency not to want to spend money in the sense of managing his personal finances. The results of this study are supported by previous studies such as in the research of Ersha Amanah, Dadan Rahadian and Aldila Iradianty (2016) states that Financial attitude has a greater t value than t table. Because the value of t arithmetic > t table ($2,367 > 2,258$), then H_0 is rejected. So financial attitude partially influences personal financial management behavior

- b. Financial Knowledge has a positive and significant effect on Personal Financial Management. This research proves that the financial knowledge of UINSU-Medan Islamic Economics and Business Faculty influences personal financial management. This is indicated by the results of the t-test used to measure whether financial knowledge influences personal financial management. The t-test shows that the significance value is below 0.05, 0.003. The significance value of this test is the basis for making a decision to reject H_0 and accept H_2 so that it can be concluded that there is an influence between financial knowledge on personal financial management. Financial knowledge that affects personal financial management makes students of the Faculty of Economics and Islamic Business UINSU - Medan to understand financial management. This will influence students and students to be able to determine what behavior they must do to make it easy in making decisions. Students and students who have good financial knowledge will be able to use money wisely and can provide benefits to their lives. If students have

high financial knowledge, they are better able to understand how financial management should be and make their personalities more controlled. If they have a low level of knowledge, it is very difficult to manage finances or make decisions and in the end it affects the use of money according to the level of knowledge they have. One of the factors that can increase financial knowledge is education. The more a person receives education the financial knowledge of that person will also increase. This is caused by educated people who will choose various financial tools (credit cards, debits, pay checks, bonds, stocks, etc.) that make it easy for them to make transactions or investments. People who have higher education will also be more vigilant about their future. So they will find out more about ways to save their assets. Financial Knowledge influencing personal financial management is supported by the concept put forward by Hilgret & Jeanne namely, the lack of knowledge of financial management principles and financial matters can explain why some individuals do not follow recommended financial practices. To have financial knowledge it is necessary to develop financial expertise and learn to use financial tools. Financial expertise is a technique for making financial management decisions. This research is in line with research conducted by Ersha Amanah, Dadan Rahadian and Aldila Iradianty (2016); Financial knowledge has a greater t value than t table. Because the value of t arithmetic > t table ($9,085 > 2,258$), then H_0 is rejected. So it can be concluded that financial knowledge partially influences personal financial management behavior and Herma Wiharno (2018) states that there is a significant relationship between financial knowledge and personal financial management. This shows that the three variables namely financial knowledge, financial behavior and financial attitude partially have a positive effect on personal financial management. Statistical test results show the sig or p-value for the three variables namely financial knowledge, financial behavior and financial attitude is smaller than the alpha value ($0.001 < 0.05$ for financial knowledge, $0.018 < 0.05$ for financial behavior, and $0.00 < 0.05$ for financial attitude). Thus it can be said that the variables of financial knowledge, financial behavior and financial attitude partially have a significant positive effect on personal financial management.

- c. Financial Attitude and Financial Knowledge have a positive effect on Personal Financial

Management. This research proves that the financial attitude and financial knowledge of UINSU-Medan Faculty of Economics and Islamic Business in Medan influences personal financial management. This is indicated by the results of the F test used to measure whether financial attitude and financial knowledge affect personal financial management. In the F test shows that a value of 34,346 with a significance value is 0,000. While the value of *F_{table}* in the degree of freedom df (N1) is 2.36. It can be concluded that *F_{hitung}* > *F_{table}* (34,346 > 2.36) and the significance value is smaller than the significant level $\alpha = 0.10$ (0,000 < 0.10). The significance value of this test is the basis for making a decision to reject H_0 and accept H_3 so that it can be concluded that there is an influence between financial attitudes and financial knowledge on personal financial management. Financial Attitude and financial knowledge that affect personal financial management make the students of the Faculty of Economics and Business Islamic UINSU - Medan to be able to understand attitudes and knowledge in managing personal finances. This will influence students and students to be able to determine what behavior they must do for decision making. Students who have good financial attitude and financial knowledge will be able to use money wisely and be able to benefit their lives. And make details in managing their finances. This study is in line with research conducted by Herma Wiharno (2018) states that there is a significant relationship between financial knowledge and personal financial management. Statistical test results show the sig or p-value for the three variables namely financial knowledge, financial behavior and financial attitude is smaller than the alpha value (0.001 < 0.05 for financial knowledge, 0.018 < 0.05 for financial behavior, and 0.00 < 0.05 for financial attitude). Thus it can be said that the variables of financial knowledge, financial behavior and financial attitude partially have a significant positive effect on personal financial management.

Based on the results and discussion of the material and some suggestions that can be conveyed:

1. For the Faculty of Economics and Islamic Business of UINSU-Medan

It is expected to be able to increase knowledge about personal financial management, so that collage studentss can implicate it in their daily lives. So that the public's view of FEBI UINSU-

Medan can improve because collage studentss can and are able to manage their personal finances.

2. Share the Next Researcher

It is expected that this will be a continuous reference and develop this research. This research uses Financial Attitude and Financial Knowledge as free variables, Gender as a moderating variable and Personal Financial Management as bound variables. For further research, we can replace variables in the research with other variants in order to find new variables in the discussion about Personal Financial Management.

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