Financial Confidence in Financial Satisfaction Through Financial Behavior for Ciputra School of Business Makassar Students

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a Ciputra School of Business Makassar

Abstract: Financial literacy can lead to financial satisfaction (Henager & Anong, 2014). However, the majority of educated people are less content (Grable, J. E., Britt, S., & Cantrell, J., 2007). A person with greater financial literacy is more likely to exercise caution when making financial decisions and, therefore, less likely to feel confidence with their finances. This is also supported by studies by Hira, Fawslow, and Mugenda (cited in Robb & Woodyard, 2011). This study aims to empirically test the causal relationship of financial confidence and financial satisfaction use in relation to financial behavior. This study is an explanatory study aimed at discovering and explaining the causal relationship between variables (Sujarweni, 2019). The results of the study partially indicate a significant effect of financial satisfaction on financial behavior. Financial satisfaction has a positive relationship with financial behavior, Thus, it is concluded that hypothesis 1 is supported and tested by data (received) that financial satisfaction has a positive effect on financial behavior.

Keywords: Financial, Confidence, Satisfaction, Behavior

Introduction

A person’s ability to manage their finances is one of the most important factors of success in life. When someone has the skills and abilities to manage money and deal with financial issues in a positive way, financial happiness will prevail. This financial things will lead to financial satisfaction. Someone who is more financially literate is more likely to be cautious when it comes to making financial decisions, and therefore less likely to feel confidence with their finances.

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ISSN: 2549-3221 (Print) 2549-323X (Online)
DOI: 10.26487/hebr.v6i2.3958

The findings of Herawati (2015) and Agustina (2016) indicate that financial literacy plays a positive role in financial life. In addition, Nababan, Sadilia (2013) and Octavio (2016) found that improving financial literacy does not unevenly lead to financial well-being. Someone is confident when they are satisfied by their own behavior (Lopez-Garrido, G., 2021). Thus Financial behavior creates satisfaction with well-used money, and satisfaction with money can gradually increase when a person acquires good financial results (Coşkuner, 2016). Effective financial orientation towards achieving goals and objectives, one by one achieving traditional financial objectives, will lead to financial satisfaction (Patrisia, D., & Fauziah, M., 2019, September).
Literature Review

Financial

Financial is one of systems that have relation to the cycle of money in nation or world economy. It is absolutely the concepts that related the terms of the buildness, management, and the investment. As same as (Hasrina, 2015) opinion about the financial, which are meant of the discipline or knowledge about management or the arts of life skill academic. It is also relating to the efforts of economic activities, like the process of marketing, the planning, and the management of money which are affected to student life in general or in the social life.

Financial Confidence

Financial confidence is self-assurance things that necessarily needed to make well-informed financial decisions (Palameta et al., 2016). Another perspective comes from Atlas et al. (2019), that argued the impact of financial confidence based on financial knowledge on financial decision making is short-lived and very dependent on financial confidence. Thus, financial confidence is no less important than other components. Without financial confidence, people will not be able to make healthy financial choices.

Financial Satisfaction

Life satisfaction and well being as the overall component of financial satisfaction (Plagnol, 2011). According to Rob and Woodyard (2011), financial satisfaction can be measured through satisfaction level of assets, debt, and savings. Research by Robb and Woodyard (2011) also indicates that financial behavior influences financial satisfaction, as financial behavior is valued and serves as an important part of financial satisfaction. Hence, there is correlation between behavior and financial satisfaction.

Financial Behavior

Everyone's actions that are related to managing money or cash are referred to as having financial conduct, and the most common financial behaviors include cash, credit, and saving behavior (Xiao, 2008). How to make the right decisions on the flow of student’s cash, preventive measure, and also manage budget planning is part of financial behavior. This is way financial literacy is very important to make better and healthier financial behavior that will lead to better financial security for the future (Lusardi, A., Michaud, P. C., & Mitchell, O. S., 2011; Lusardi & Mitchelli, 2007).

Research Method and Design

With regard to financial behavior and financial satisfaction, this study intends to empirically investigate the causal relationship (causation) between a number of variables, including financial literacy and financial technology use. This kind of research is an explanatory study intended to identify and clarify the causal connection between various variables (Sujarweni, 2019). In addition, this study is designed to answer the said problems, set goals and test hypotheses.

To obtain information, find answers to formulated problems, set goals and hypotheses to be tested on the descriptive quantitative data derived from measurement data, this study used test and questionnaire methods by distributing questionnaires. A test is a series of questions categorized to measure the abilities of individuals in financial literacy. Survey is a method of data collection that is conducted by giving respondents answers to a set of questions or written information. This study uses a questionnaire to measure the association between financial confidence and financial behavior, and financial satisfaction using a quisioner. This study used a closed questionnaire. A closed question is a question that asks the respondent to choose an answer based on their own knowledge and implementation of financial life.

Probability sampling was the sampling technique employed in this study. The probability sampling method employed is purposive proportional random sampling. The selection criteria in this study are University of Ciputra’s students who live with their parents or not and also those who have income periodically. This research is conducted at the University of Ciputra Makassar. The students are from many different financial backgrounds. Some students still stay with their parents or guardians, there are also those who come from far away lands to learn at University of Ciputra Makassar. Using Slovin’s
Formula Sampling Techniques, 136 out of 206 student's responses are needed. Among them are those who already have their own business and are still using full support from their parent. Many of them are still finding their financial way, hence this makes them a good candidate to be our respondents.

In this study the measurement of financial literacy variables is measured by tests of simulated conditions about financial confidence, satisfaction and behavior. Scoring methods 1 to 5 are used to determine the level of financial literacy. Respondents can strongly disagree to strongly agree to the condition given in the survey.

Findings and Analysis

1. Validation Test Variabel

<table>
<thead>
<tr>
<th>Variables</th>
<th>Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.797</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.860</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.726</td>
</tr>
<tr>
<td>X1.4</td>
<td>0.587</td>
</tr>
</tbody>
</table>

From the data above the Pearson Correlation values are all above 0.1391, then the data obtained for the variable X1 are all declared valid.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2.1</td>
<td>0.280</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.326</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.461</td>
</tr>
<tr>
<td>X2.4</td>
<td>0.470</td>
</tr>
<tr>
<td>X2.5</td>
<td>0.532</td>
</tr>
</tbody>
</table>

From the data above the Pearson Correlation values are all above 0.1391, the data obtained for the variable X2 are all declared valid.

2. Reliability Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.721</td>
</tr>
</tbody>
</table>

The reliability value of the instrument variable (X1) of the 4 questions is 0.721 which means that the reliability value of 0.721 > 0.60 means that
the instrument variable (X1) financial satisfaction means that it has high reliability.

\[
\text{X2}
\]

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2</td>
<td>0.551</td>
</tr>
</tbody>
</table>

The reliability value of the instrument variable (X2) of 10 questions is 0.551 which means that the reliability value of 0.551 > 0.40 means that the instrument variable (X2) of financial confidence means that it has a moderate level of reliability.

\[
\text{Y}
\]

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>0.691</td>
</tr>
</tbody>
</table>

The reliability value of instrument variables (Y) from 6 questions is 0.691 which means that the reliability value of 0.961 > 0.60 means that instrument variables (X2) financial confidence means that they have a high level of reliability.

Normalition Test

The normality test used for this data was Kolmogorov Smirnov, because the sample used was 139 respondents. The following is a normality test that has been carried out using SPSS.

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Asymp. Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1, X2, Y</td>
<td>0.200</td>
</tr>
</tbody>
</table>

From the above data taken as a significance value is Asymp.Sig. (2-tailed). The significance value is 0.200 which means 0.200 > 0.05 means that it can be concluded that the data is distributed normally.

1. The effect of financial satisfaction on financial behavior

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 dan Y</td>
<td>0.329</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Based on the results of the study partially there is a significant influence between the variables of financial satisfaction on financial behavior. The close relationship between financial satisfaction (X1) and financial behavior (Y) is 0.329, meaning that the relationship between financial satisfaction and financial behavior has a strong relationship. And the nature of the relationship + (positive). Significance results of 0.001 < 0.05, it can be said that financial satisfaction (X1) has proven to have a significant effect on financial behavior. So it can be concluded that hypothesis 1 is supported by data (accepted), proving that financial satisfaction has a positive effect on financial behavior.

2. The Effect of Financial Confidence on financial behavior

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2 dan Y</td>
<td>0.354</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Based on the results of the study, there is a partial influence between the variables of financial confidence in financial behavior. The close relationship between financial confidence (X2) and financial behavior (Y) is 0.354, meaning that the relationship between financial confidence and financial behavior has a strong relationship. And the nature of the relationship + (positive). The result of its significance of 0.001 < 0.05, it can be said that financial confidence (X2) has proven to have a significant effect on financial behavior. So, it can be concluded that hypothesis 2 is supported by the data received, proving that financial confidence has a positive effect on financial behavior. Thus, it can be said that if the higher a person's financial confidence, it is very positively affecting his financial behavior.

3. The effect of financial satisfaction and financial confidence on financial behavior
In the table above, the value of R square is 0.170 which means that the amount of contribution of independent variables in influencing dependent variables is 17% while the remaining 83% is influenced by other variables.

In the table above, the sig value is 0.001 which means the simultaneous influence of X1 and X2 on Y or fit research models.

Based on the table above, the regression equation can be obtained as follows.

\[ Y = 3.884 + 0.359X1 + 0.286X2 \]

A constant value of 3.884 is obtained, which means that statistics without X1 and X2, the magnitude of Y is 3.884.

The value of the variable coefficient X1 is 0.359 which means that the magnitude of the influence of X1 on Y is weak because it has a percentage of 35.9%, while the value of the variable coefficient X2 is 0.286 which means that the magnitude of X2's influence on Y is weak.

The sig value of the variable X1 is 0.007 which means 0.007 < 0.05, then X1 has a significant effect on Y, while for the sig value of variable X2 of 0.002 which means 0.002 < 0.05, then X2 also has a significant effect on Y.

Conclusion

Money plays a significant role in student’s day to day activities. Everything from getting transportation to campus, having brunch in the cafeteria or even personal spending. Student who came from many different backgrounds also have various kinds of needs and income sources. Financial helps manage spending.

**The Impact of Financial Satisfaction on Financial Behavior**

How one student behaves by using their money is affected by how much they feel satisfied financially.

The study’s findings suggest that factors affecting financial satisfaction have a major impact on financial behavior. Financial satisfaction (X1) has a positive relationship with financial behavior (Y), which is 0.329, meaning that there is a positive relationship between financial satisfaction and financial behavior. And the nature of the relationship is + (positive). Significance results 0.001 < 0.05, we can say that financial satisfaction (X1) has a significant impact on financial life. Thus, it is concluded that hypothesis 1 is supported and tested by data (received) that financial satisfaction has a positive effect on financial behavior.

**The Impact of Financial Confidence on Financial Behavior**

High confidence will be proved by how a student chooses their financial way and remains disciplined in doing it. Backed up by knowledge of how to self-manage financial life, one can behave at their best financially.

According to the results of the study, a partial influence of financial trust variables on financial behavior is observed. The positive relationship between financial confidence (X2) and financial behavior (Y) is 0.354, which means that there is a strong relationship between financial dependence and financial behavior. And the nature of the relationship is + (positive). Since 0.001 < 0.05 is significant, it can be said that financial confidence (X2) has a significant influence on financial behavior. Thus, hypothesis 2 is supported by the obtained data, which proves the positive impact of financial confidence on financial behavior.
The impact of financial satisfaction and financial confidence on financial behavior

Thus, it can be said that when a person has a higher degree of financial dependence, it has a significant impact on his or her financial behavior. This results in a constant value of 3.884, which means that in statistics without X1 and X2, the value of Y is 3.884.

The value of the coefficient of variable X1 is 0.359, which means that the magnitude of influence of X1 on Y is weak, which has the value of 35.9%, while the value of the coefficient of variable X2 is 0.286, which means that the magnitude of the influence of X2 on Y is weak.

The sig value of variable X1 is 0.007, meaning 0.007 < 0.05, and X1 has a significant effect on Y, whereas the value 0.002 of variable X2, meaning 0.002 < 0.05, and X2 has a significant effect on Y.

Variable of financial behavior only have 17% correlation on financial confidence and financial satisfaction, which means there are many other variables that could have a direct effect on financial behavior. These variables could vary to financial: technology, self-efficacy, autonomy, community-trust, community-support. In hope of having a deeper understanding about financial, we suggest these variables to be used in the next research.

Policy Implications

Based on the previous findings and the explanation of these part that related to the financial are causing the implementation or the application of recommendations are:

1) Enough consideration and financial knowledge is needed to build the perspective of financial confidence. There are ways to have more financial knowledge; reading through a financial book, article or journal is some of the ways.

2) Knowing when to take financial discipline could lead to financial satisfaction. Choosing to buy more expensive clothes when there are good cheaper alternatives or even keep spending on secondary things that are based on a wanted list, not needed could have an impact on future days.

3) Making a financial plan could help in behaving better financially. Having a maximum daily spending (except on an emergency situation or special cases) is one of the ways to have a more structured financial life.

Bibliography


