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The Effect of Financial Literacy and Attitude on Financial Management Behavior and Satisfaction

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Abstract. Finance aspect is one of the most important things in a family in order to develop their life every day. However, the heads of family, husband and wife should be able to manage the stability and development of family’s financial with a purpose to acquire financial satisfaction. Inspired by the developed previous research, this research examined the effect of financial literacy and financial attitudes on financial management behavior and financial satisfaction of married individuals in Kelurahan Sepanjang Jaya, Bekasi. Financial literacy, financial attitudes were examined as independent variable. Financial management behavior became the mediator variable; as independent but also dependent variable. Financial satisfaction will examined as dependent variable. The sample was 200 respondents married individuals, chosen by using non-probability sampling. Two-step Multiple Regression Analysis is used to test the hypotheses. The result shows financial attitude was the most influencing variable toward financial management behavior; also financial management behavior was the most influencing variable toward financial satisfaction. Researcher recommends that giving more attention to financial attitude and financial management behavior is important to achieve financial satisfaction. Therefore, this research result contributes to increase married individuals’ awareness that financial satisfaction can be achieved by having good financial attitude and management behavior.

Keywords: household financial, financial literacy, financial attitudes, financial management behavior, financial satisfaction

INTRODUCTION

Financial aspect is one of the most important things need to be thought before starting a family since family needs money to maintain and develop their family life; buying daily stocks, upgrading life quality, bring the children to school, etc. Direktorat Jendral Badan Peradilan Agama (Ditjen Badilag/Directorate General of Religious Justice, the Supreme Court, 2010) released a data about 285,184 divorce cases in Indonesia handled by the religious court in 2010, with 67,891 cases (23.8% out of total), the divorce issued by economic or financial problem reasons. In other words, there is a serious problem between married couple regarding financial, either the husband or wife, which could lead to a divorce. Financial problems in a family also could be caused by lack of financial education and communication, unemployment, and the usual mistake made by most people, poor budgeting where could lead to loss income, expensive expenses, unwise decision, and big lust in spending money. At the end, a right financial planning usage of financial planning; for instance, there are 26%
people of Indonesia do not plan their retirement life, 45% people do their retirement planning but with an increment management, and only the last 29% people who do their retirement planning correctly (Citibank Indonesia, 2014).

After financial literacy achieved by a married individual, and then must be followed by good financial attitudes. First of all, attitudes mean a tendency to behave toward the object so as to keep or get rid of it; in addition, attitudes also a set of beliefs that the object is either good or bad (Culbertson, 1968). Financial attitudes could be influenced by routine activities and how a person sees the financial acts are considered as good or bad by looking to his own or others’ perspectives; though, financial experience also giving contribution here. Therefore, without good financial attitudes, that would be big difficulties in gaining financial profit for future since these two factors correlated to conquer short and long term life goals (Yulianti & Silvy, 2013).

At first, there are not a lot of articles in Indonesia discussing about the level of financial literacy of Indonesian people in finance industry, the level of financial attitudes of how Indonesian people react towards their financial management, and the extent of their concern of the financial satisfaction of financial status. According to researcher’s experience, there are still some of families could not achieve their family goals in some period time because of unprepared financial planning. The reason is family goals help families to focus on values, priorities, and satisfaction would be achieved later (SPARK Parenting, 2010), though, every family has to have short and long-term goals like buying house, preparing education fund, retirement fund, investment fund, and other financial needs. As a married individual, the responsibility to understand economic problem is very important matter since economic problem could lead to a crisis of confidence, quarrels, separation, and even a divorce (Vitz, 1999). That is why achieving financial satisfaction is important for him/her. A previous research done by Rajna, Ezat, Junid, and Moshiri (2011) shows that 34.6% doctors in Malaysia practice favorable financial management, some of them have a positive financial attitude, but lacked financial practice.

This research shows that even someone has practiced financial management and has a positive financial attitude, but lacked financial practice. At the end, only 3.8% respondents have high scores on retirement and estate planning practices. So, how are their financial satisfaction?

This research aims to examine the effect of financial literacy and financial attitudes on financial management behavior and financial satisfaction of married individuals. A discussion of this result will attempt to shed light on the state of the separate effect of financial literacy and financial attitudes on financial management behavior, which then continues to investigate the effect of financial management behavior towards financial satisfaction for this new millennium.

There is a two-way contribution happening between financial literacy, financial attitudes, and financial management behavior since three of them are connected (Hung, Parker, & Yoong, 2009). For instance, lessons learned through focus on financial knowledge will only be knowledge-based financial literacy, but still needs to depend on other factors like financial attitudes, skill, perceptions, and environmental factor. That would be an implication that a good financial literacy could shape someone’s financial attitudes, which after that will determine in how they manage the financial stuffs through decision and acts. After all, there is such an anomaly when researchers tried to test between these three variables with financial literacy and financial attitudes as the independent. When financial literacy and financial attitudes tested together toward financial management behavior, the effect of financial literacy had lost and left financial attitudes as the only one who remained significantly toward financial management behavior, but, on the other side, when tested separately as individual, both are significantly related to financial management behavior (Parrotta & Johnson, 1998)

Financial literacy gives knowledge, which make a person know what, how, where, why, and when to do the financial act or just knowing about financial products; financial literacy gives skills to apply that knowledge in real life in order to achieve success and satisfaction later on. That is the reason why there is an improvement of life because of satisfaction that coming from high financial literacy. Therefore, the effect of knowledge on (financial) satisfaction was not really significant; even in other words, financial literacy could be not the predictor of financial satisfaction (Parrotta & Johnson, 1998) since those variables were unrelated.

When people start to evaluate money as a degree of success and take that as anxiety when the crisis happens, there will be an increasing in probability of suffering from financial problem, which means a decreasing in financial satisfaction (Dowling, Corney, & Hoiles, 2009). The conclusion is financial attitudes could change the way of how something looks based on a person’s moral, culture, and personal values toward financial decision and products. Until now, not many researches have been done to unveil the relationship between financial attitudes toward financial satisfaction. Though, the current results that are still believed by researchers is financial attitudes toward planning do not predict the satisfaction (Godwin, 1994).

Regarding the research about financial management behaviour, one of the most common factors that are studied from adults is how good are they in managing their own personal finances, which is one of the major factors in contributing to financial satisfaction or financial hardship (Dowling, Tim, & Hiles, 2009). As mentioned earlier, a good financial management will lead to the fulfilment of wishes and goals by successfully accomplish one by one financial objectives set before in order to reach those. The sensation of feeling very happy when getting what have been wanted for a long time or
that moment when finally could ‘breath’ easily after overwhelming a financial problem could be determined as financial satisfaction.

After all theoretical reviews regarding variables used in this research, those must be connected by the framework in order to understand the situation happened in reality; the purpose is to answer hypotheses made by the researcher are correct or not. In order to give better understanding about this research, the conceptual framework of this research is summarized into Figure 1.

Figure 1. Theoretical Framework
Source: Constructed by researcher

Theoretical framework model above is implemented from the previous research using a financial management model derived from the Deacon and Firebaugh Family Resource Management Model (Parrotta & Johnson, 1998). Financial management behavior becomes the middle variable since previously will be determined by financial literacy and financial attitudes but then becoming independent variable along with financial literacy and financial attitudes to determine financial satisfaction.

From the theoretical review and theoretical framework above, the hypothesis of this research are designed as below:

H1: Financial literacy influences financial management behavior.
H2: Financial attitudes influence financial management behavior.
H3: Financial literacy and financial attitudes influence financial management behavior.
H4: Financial literacy influences financial satisfaction.
H5: Financial attitudes influence financial satisfaction.
H7: Financial literacy, financial attitudes, and financial management behavior influence financial satisfaction.

RESEARCH METHOD

This research is a quantitative research since the objective of this research is knowing the effect of independent variables toward dependent variable. Questionnaire is used in order to collect the data from targeted sample out of total population. Furthermore, the questionnaires were spread by using personal approach (the questionnaires were printed and spread directly to the targeted sample) and electronic approach (Google Drive). As mentioned earlier, the questionnaires were distributed through out Kelurahan Sepanjang Jaya, Kecamatan Rawa Lumbu, Kota Bekasi; to married individual. The questionnaire contains based-on-statement questions, which must be filled by the respondent himself personally.

Non-probability sampling technique is used to get the respondents, because the sample was recruited based on researcher’s appraisal; the sample was selected on the basis of their accessibility or by the purposive personal judgment of the researcher (Explorable, 2009). The number of respondents are 200.

The questionnaire is divided into two sections; the first section is about the respondent’s identity, which considered as demography factors of them and second section is about grading from scale 1 (Strongly Disagree) to 5 (Strongly Agree) towards statements given regarding financial literacy, financial attitudes, financial management behaviour, and financial satisfaction. The questionnaire is developed from Parrotta & Johnson (1998).

Before testing the hypothesis by using multiple regression analysis, data validity and reliability are checked by using KMO Measure of Sampling Adequacy and Bartlett Test and Cronbach coefficient alpha

This research use several steps for conducting validity test. Herewith several important points that must be considered in order to decide whether the data is valid or not.

Measure of sampling adequacy is utilized to evaluate the factorability of the information. KMO, Kaiser-Meyer-Olkin, is the degree between the aggregate squared of relationships and summation of whole squared connections and total of squared fractional relationships. The result of KMO must be greater than or equal to 0.5 (KMO ≥ 0.5). About Bartlett Test (of Sphericity), the test is used to measure interns’ variable correlation that is being tested; the value of the test could be seen through chi-square approach, which means the value of data significance must be less than 0.05 (Sig < 0.05).

Cronbach coefficient alpha will be used in this research as the measurement of data’s reliability because the result shows how everything could be positively correlated to one another. The best result is when the value of Cronbach’s alpha is nearly 1 and the minimum value of Cronbach’s alpha is 0.6 in order to be qualified as reliable; the data is not reliable enough to be used if the value of Cronbach’s alpha below the minimum value (Malhotra, 2010).

Multiple regression analysis is a statistical tools that allows you to examine how multiple independent variables are related to a dependent variable; by finding how the independent variables are related to a dependent variable, the researcher could take more information regarding the relation to create a powerful and accurate predictions of how the things are the way they are (Higgins, 2005). This research uses multiple regression analysis to see the existence of relations between financial literacy, financial attitudes, financial management behavior, and financial satisfaction. At the end, the researcher uses hypothesis testing.
(F-Test and T-Test) to see if the result could meet the hypotheses as predicted by the researcher.

R value is to show how to describe the correlation coefficient value and the status of correlation between dependent variable and independent variable. R value also can be considered to be one measure of the quality of the prediction of the dependent variable (Lund Research Ltd, 2013). In simple words, R value is used to describe the strength and direction of the linear relationship between two variables depending on the level of measurement of variables. The range of correlation coefficient is typically between 0.0 and 1.0. Otherwise, adjusted R Square is used to determine the amount of variance that could be predicted by the independent variables; how great is influence coming from the independent variables toward dependent variable (Leech, Barrett, & Morgan, 2005).

The proposed hypothesis is tested by using T-test and F-test statistic. T statistical test basically shows the result of each independent variables included have an influence on the dependent variable; each of independent variables will be tested individually towards dependent variable. The value of significance for each independent variable must be less than 0.10 to be considered as influencing.

(a) F-Test Statistics; F statistical test basically tests all independent variable together jointly significant toward the dependent variable (Statistic show to, 2015); the value of significance in ANOVA table, under 0.001 to be considered as influencing (Leech, Barrett, & Morgan, 2005).

RESULT AND DISCUSSION

The analysis of the data was conducted in several steps, which are validity test and reliability and then followed by using multiple regression analysis to see the existence of relations between financial literacy, financial attitudes, financial management behavior, and financial satisfaction.

The first step is by analyzing two independent variables, financial literacy and financial attitudes, through KMO and Bartlett’s test. There are 18 questions of independent variables; 7 questions regarding financial literacy and 11 questions regarding financial attitudes. The value of KMO Measure of Sampling Adequacy of independent variables (financial literacy and financial attitudes) is 0.758, which means they have been successfully achieving the requirement of minimum KMO’s value; KMO’s value should be equal or more than 0.5. For the Bartlett’s test, the value of Significance is below 0.05, which also surpassed the minimum requirement of Bartlett’s test. The result for the KMO was acquired after deleting several questions since their value of communalities were not passing the standard minimum; there are only 13 questions out of 18 questions.

Financial management behavior is the mediator variable since that variable is determined by financial literacy and financial attitudes, but also have influence in determining financial literacy (the dependent variable). Therefore, there will be a separated calculation in validity test for those two variables. The value of KMO from mediator variable, financial management behavior, is 0.811, which is more than 0.5 and has the value of significance from Bartlett’s test is 0.000, which is below 0.05; there is no question deleted from the test. For the dependent variable, financial satisfaction, the value of KMO is 0.892, which is considered as valid since the value is greater than 0.5; supported with the value of significance from Bartlett’s test, which is 0.000. The dependent variable is qualified enough to be processed furthermore and analyzed to approve hypotheses regarding the accumulation of financial literacy, financial attitudes, financial management behavior to financial satisfaction.

The second step is performance reliability test for all variables will be done by checking the value of Cronbach’s Alpha and Item-Total Statistics table to define the degree of reliable of a data. At first, the minimum value of Cronbach’s Alpha must be greater than 0.6 to be considered as reliable; the minimum value for Corrected item-Total Correlation is 0.3.

The Cronbach’s Alpha of financial literacy as an independent variables is 0.601, but with only five questions remaining out of seven questions; FL2, FL3, FL4, FL5, and FL7. Financial literacy passed the reliability test for the Cronbach’s Alpha is greater than 0.6. The reason is the deleted questions (FL1 and FL6) has value of corrected item-total correlation is under 0.3. Therefore, only those who are greater than 0.3 in corrected item-total correlation could stay and considered to have influence toward the others.

The value of Cronbach’s Alpha for financial attitudes is 0.718 with only seven questions remaining out of 11 questions; FA1, FA2, FA3, FA5, FA6, FA8, and FA10. The eliminated questions are FA4, FA7, FA8, FA9, and FA11 for not fulfilling the minimum value of corrected item-total correlations. The eight questions even have corrected item-total correlation’s value more than 0.750. After the reliability test for the independent variables, all questions of those that qualified enough for validity and reliability could be processed furthermore into multiple regression.

The Cronbach’s Alpha of financial management behavior, the mediator variable, is 0.771 and has been successfully surpassed the minimum value, 0.6. There is no any question deleted from financial management behavior from the reliability test. Therefore, there are 13 questions used as the measurement for financial management behavior.

The correlation between financial literacy and financial attitudes toward financial management behavior is high since their value for R located between 0.50 – 0.69; R value is 0.532. The value of Adjusted R Square = 0.275. For the conclusion, the independent variables (financial literacy and financial attitudes) influence as much as 27.5% toward financial management behavior and the rest
72.5% comes from unknown variable. The result of multiple regression analysis with individual significant test (t-test statistic) for H1 and H2 can be seen in Table 1.

Table 1. t-test Statistic for H1 and H2

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Hypothesis</th>
<th>Beta</th>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Literacy</td>
<td>Financial Management Behavior</td>
<td>H₁</td>
<td>0.069</td>
<td>0.428</td>
<td>H₁ is Rejected</td>
</tr>
<tr>
<td>2</td>
<td>Financial Attitude</td>
<td>Financial Management Behavior</td>
<td>H₂</td>
<td>0.480</td>
<td>0.000</td>
<td>H₂ is Accepted</td>
</tr>
</tbody>
</table>

Source: Output of statistical software from primary data analysis

According to Table 1, hereby the following hypotheses result for each independent variable: (1) Financial literacy has significance value of 0.428, which means greater than 0.10. Therefore, the hypothesis of H1 is rejected. It means financial literacy does not affect financial management behavior. (2) Financial attitudes has significance value of 0.000, which means less than 0.10. Therefore, therefore the hypothesis of H2 is accepted. It means financial attitudes affects financial management behavior.

It can be seen below the result of Regression Analysis with Simultaneous Significant Test (test of F statistic) for H3 in the Table 2.

Table 2. F-test Statistic for H3

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Hypothesis</th>
<th>F</th>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Literacy and Financial Attitude</td>
<td>Financial Management Behavior</td>
<td>H₃</td>
<td>38.815</td>
<td>0.000</td>
<td>H₃ is Accepted</td>
</tr>
</tbody>
</table>

Source: Output of statistical software from primary data analysis

According to Table 2, the value for the significance is 0.000 and successfully reached 38.815 for the F statistics value. The result of significant is below 0.1 and the F statistics value is greater than 3.04. Therefore, there is a significant influence from both independent variables toward the dependent variable; the hypothesis of H3 is accepted. It means financial literacy and financial attitudes affect financial management behavior altogether. This result shows the same conclusion with Parotta & Johnson (1998), where both of them significantly influence financial management behavior.

It can be seen below the correlation between financial literacy and financial attitudes toward financial management behavior on the table 3.

Table 3. R, R Square and Adjusted R Square (First Regression)

<table>
<thead>
<tr>
<th>Correlation</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial literacy and financial attitudes toward financial management behavior</td>
<td>0.532</td>
<td>0.283</td>
<td>0.275</td>
</tr>
</tbody>
</table>

Source: Output of statistical software from primary data analysis

According to Table 3, the correlation between financial literacy and financial attitudes toward financial management behavior is 0.532 (R value). The value of Adjusted R Square is 0.275. It means, financial literacy and financial attitudes influence as much as 27.5% toward financial management behavior and the rest 72.5% come from other factors.

The result of multiple regression analysis with individual significant test (t-test statistic) for H4, H5, and H6 can be seen in Table 4.

Table 4. t-test Statistic for H4, H5, and H6

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Hypothesis</th>
<th>Beta</th>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Literacy</td>
<td>Financial Satisfaction</td>
<td>H₄</td>
<td>0.116</td>
<td>0.244</td>
<td>H₄ is Rejected</td>
</tr>
<tr>
<td>2</td>
<td>Financial Attitude</td>
<td>Financial Satisfaction</td>
<td>H₅</td>
<td>-0.073</td>
<td>0.495</td>
<td>H₅ is Rejected</td>
</tr>
<tr>
<td>3</td>
<td>Financial Management Behavior</td>
<td>Financial Satisfaction</td>
<td>H₆</td>
<td>0.243</td>
<td>0.003</td>
<td>H₆ is Accepted</td>
</tr>
</tbody>
</table>

Source: Output of statistical software from primary data analysis
According to Table 4, hereby the following hypotheses result for each independent variable. (1) Financial literacy has significance value of 0.244, which is more than 0.10. Therefore, the hypothesis of H4 is rejected. It means financial literacy does not affect financial satisfaction. (2) Financial attitudes has significance value of 0.495, which is more than 0.10. Therefore, the hypothesis of H5 is rejected. It means financial attitudes does not affect financial satisfaction. (3) Financial management behavior has significance value of 0.003, which means less than 0.10. Therefore, the hypothesis of H6 is accepted. It means financial management behavior affects financial satisfaction.

The result of multiple regression analysis with altogether significant test (F-test statistic) for H7 can be seen in Table 5.

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variable</th>
<th>Dependent Variable</th>
<th>Hypothesis</th>
<th>F</th>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financial Literacy, Financial Attitude, and Financial Management Behavior</td>
<td>Financial Satisfaction</td>
<td>H7</td>
<td>4.951</td>
<td>0.002</td>
<td>H7 is Accepted</td>
</tr>
</tbody>
</table>

Table 5. F-test Statistic for H7

According to Table 5, the value for the significant is 0.002 and successfully reached 4.951 for the F statistics value. The result of significant is below 0.1 and the F statistics value is greater than 2.65. Therefore, the hypothesis of H7 is accepted. It means financial literacy, financial attitudes, and financial management behavior affect financial satisfaction altogether.

Table 6. R, R Square and Adjusted R Square (Second Regression)

<table>
<thead>
<tr>
<th>Correlation</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial literacy, financial attitudes and financial management behavior toward financial satisfaction</td>
<td>0.265</td>
<td>0.070</td>
<td>0.056</td>
</tr>
</tbody>
</table>

According to Table 6, the correlation between financial literacy financial attitudes, financial management behavior toward financial satisfaction is low since their value for R under 0.50; R value is 0.265. The value of Adjusted R Square is 0.056. It means, financial literacy, financial attitudes, and financial management behavior influence as much as 5.6% toward financial satisfaction and the rest 94.4% come from other factors.

From both regression analysis it can be seen that financial literacy, attitudes and management behavior determine the financial satisfaction. For married individuals, having a good of those three financial matters are important. The higher those three financial matters will give higher guarantee to increase financial satisfaction. So, preparing individual with those three financial matters will decrease the divorce cases because of household financial problem.

CONCLUSION

Based on statistical analysis, the most important variable in determining the household financial satisfaction is financial management behavior; and financial management behavior is affected by financial attitude. Financial literacy was becoming a part that supporting financial attitudes in order when a person behave toward his financial management. Financial attitudes become the main controller or the last gate of decision, though; a person really knows every detail regarding financial stuffs. At the end, the satisfaction will come to life when a person could correctly manage his finance through every act and decisions he made for good financial management behavior will lead into financial satisfaction.

So, having a good financial attitude is very important for managing the stability and development of family’s financial with a purpose to acquire financial satisfaction. It can reduce the divorce issued by economic or financial problem reason. At last, it will increase the human resource productivity in a certain area.

The next question is how to have a good financial attitude, especially for married individuals and people who want to get married. So, the study about the factors of financial attitude is needed.

REFERENCES


