

THE ROLE OF LOCUS OF CONTROL AS A MEDIATION VARIABLE ON THE INFLUENCE OF FINANCIAL ATTITUDE, FINANCIAL KNOWLEDGE, FINANCIAL EXPERIENCE ON FINANCIAL MANAGEMENT BEHAVIOR

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ABSTRACT

This research aims to test and analyze the influence of Financial Attitude, Financial Knowledge, Financial Experience on Financial Management Behavior with Locus of Control as a mediating variable. The method determined in this research is a quantitative method by distributing questionnaires. The sample selection technique uses purposive sampling with the criteria of students making investments. The population used in this research were the 7 largest PTNs and PTSs in Semarang City, with a total sample of 385 PTN and PTS Student Investor respondents in Semarang City. This research uses the Partial Least Structural Equation model (SEM-PLS) with SmartPLS 4 software to test and analyze the data. Based on the research that has been carried out, the research results found that Financial Attitude has a positive and significant influence on Financial Management Behavior, Financial Knowledge has no significant influence on Financial Management Behavior, Financial Experience has a positive and significant influence on Financial Management Behavior, Locus of Control has a positive and significant influence on Financial Management Behavior, Financial Attitude has a positive and significant effect on Financial Management Behavior through Locus of Control as a mediating variable, Financial Knowledge has a positive and significant effect on Financial Management Behavior through Locus of Control as a mediating variable, Financial Experience has a positive and significant effect on Financial Management Behavior through Locus of Control as a mediating variable.

Keywords: Financial Attitude, Financial Knowledge, Financial Experience, Financial Management Behavior and Locus of Control.