

## **The Influence of Financial Literacy and Financial Attitude on Financial Satisfaction with Financial Management Behavior as a Mediating Variable**

**Panji Maulana<sup>1</sup>, Ira Setiawati<sup>2</sup>, Rita Meiriyanti<sup>3</sup>**

<sup>1</sup>*Universitas PGRI Semarang, Indonesia, pmaulana73@gmail.com*

<sup>2</sup>*Universitas PGRI Semarang, Indonesia, irasetiawati@upgris.ac.id*

<sup>3</sup>*Universitas PGRI Semarang, Indonesia, ritameiriyanti@upgris.ac.id*

### **Abstract**

This research aims to examine The Influence of Financial Literacy and Financial Attitude on Financial Satisfaction with Financial Management Behavior as a Mediating Variable. The study employs a quantitative approach, using a questionnaire as the research instrument. The sample consists of 96 respondents, selected through purposive sampling with criteria including micro and small industries in Semarang City that have already adopted e-wallets such as Gopay, OVO, Dana, ShopeePay, and Link Aja. The data were analyzed using the Smart PLS 3 method. The research data have passed validity and reliability tests, indicating that the data meet the necessary model requirements to proceed with hypothesis testing. The findings of the study reveal that: (1) Financial Literacy influences Financial Satisfaction, (2) Financial Attitude influences Financial Satisfaction, (3) Financial Literacy influences Financial Management Behavior, (4) Financial Attitude influences Financial Management Behavior, (5) Financial Satisfaction does not influence Financial Management Behavior, (6) Financial Literacy does not influence Financial Satisfaction when mediated by Financial Management Behavior, and (7) Financial Attitude does not influence Financial Satisfaction when mediated by Financial Management Behavior.

**Keywords:** Financial Literacy, Financial Attitude, Financial Satisfaction, Financial Management Behavior.

### **INTRODUCTION**

One of the impacts of technological advancement is in payment transactions. In Indonesia, payment transactions have begun to shift from cash to non-cash payments. This change has also altered how people interact with money, with the emergence of digital financial products such as e-wallets, fintech, and various online investment platforms. One of the most prominent innovations in this field is the electronic wallet, or e-wallet. An e-wallet is a digital application that allows users to store money, make payments, and transfer funds online. The main advantages of e-wallets are the convenience and speed of financial transactions, which align well with the fast-paced and efficient lifestyle of modern society.

The use of e-wallets in Indonesia has shown significant penetration in recent years. According to data from Katadata Insight Center 2023, the penetration rate of e-wallet users reached 91%. This indicates that the majority of Indonesians have incorporated e-wallets into their daily financial activities, demonstrating widespread and rapid adoption of financial technology. The frequency of e-wallet usage also reflects the high dependence of people on this digital payment tool. Data from Katadata Insight Center 2023 reports that 78% of users utilize e-wallets at least once a week. This high frequency of use indicates that