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APPLICATION OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDES TO FINANCIAL BEHAVIOR WITH FINANCIAL LITERACY AS AN INTERVENING VARIABLE (CASE STUDY ON STUDENTS OF STIE SAKTI ALAM KERINCI)

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ABSTRACT

This study discusses the application of financial knowledge, financial attitudes towards financial behavior with financial literacy as an intervening variable (Case Study on STIE Sakti Alam Kerinci Students). The purpose of this study is to determine the application of financial knowledge, financial attitudes towards financial behavior with financial literacy as an intervening variable. The research method used is quantitative. The sample in this study was 103 people. The sampling technique used accidental sampling. The data used in this study is primary data, which was obtained from a questionnaire submitted to STIE Sakti Alam Kerinci students. The results of this study include: 1) Financial Knowledge has a significant effect on Financial Literacy, 2) Financial Attitude does not have a significant effect on Financial Literacy, 3) Financial Knowledge has a significant effect on Financial Behavior, 4) Financial Attitude has a significant effect on Financial Behavior, 5) Financial Literacy has a significant effect on Financial Behavior, 6) Financial literacy does not have a significant direct effect on the influence of Financial Knowledge on financial behavior and 7) Financial literacy does not have a significant direct effect on the influence of Financial Attitude on financial behavior.
Keywords: financial knowledge, financial attitude, financial literacy, financial behavior

INTRODUCTION

Financial behavior is the actual actions or decisions that individuals take in managing their money and assets. People become irresponsible for their various financial behaviors because they are unable to realize that they have used their money without proper financial planning due to increasing human needs, high attitudes, and lifestyle choices. Therefore, in a financial literacy study, it is important to evaluate individuals' decision-making process, as well as investigate the possibility of individuals' positive behaviors related to their financial attitudes (OECD, 2012). In addition, financial literacy can understand individuals' financial behavior to promote financial well-being (Huston, 2010; OECD, 2012).

Financial knowledge provides the information needed to make financial decisions. Financial knowledge equips individuals with the ability to manage income and expenses effectively. When faced with various financial choices, such as saving, investing, taking out a loan, or buying insurance, financial knowledge allows one to analyze the pros and cons of each decision. An individual's attitude towards finance is an important component in an individual's financial decision-making. A person may

have a lot of financial knowledge, but if they are unable to apply it in real life to make the right decisions, then they have not fully exercised financial literacy. Both financial knowledge and financial literacy aim to improve an individual's financial well-being. With a deep understanding and ability to manage finances, one can achieve long-term financial stability and success.

Students with good financial attitudes will be wiser in their financial behavior when compared to students with poor financial attitudes (Herdjiono & Damanik, 2016). STIE Sakti Alam Kerinci students are vulnerable to consumptive nature if not equipped with good financial knowledge and attitudes. Because at this time they are in a transitional period and are required to be responsible for the problems that arise, including in the financial field. Most students do not have income so that to fulfill their needs they still depend on what their parents give them. Meanwhile, the younger generation has now grown up in a culture of credit, fast and wasteful online loans and consumer behavior that is facilitated by easy access. This results in students being trapped in consumerism patterns if they do not have good enough financial knowledge and attitudes.

By using STIE Sakti Alam Kerinci students as research objects, it is hoped that it can be a reference to find out how good financial education can shape good financial behavior in students. From the background that has been described, this study is entitled "The Effect of Financial Knowledge and Financial Attitudes on Financial Behavior with Financial Literacy as an Intervening Variable (Case Study on Students of STIE Sakti Alam Kerinci).

Problem formulation

Based on the background and identification of the problem above, the obtained research problem formulation on STIE Sakti Alam Kerinci Students as follows:

1.Does Financial Knowledge affect Financial Literacy?
2.Does Financial Attitude affect Financial Literacy?
3.Does Financial Knowledge affect Financial Behavior?
4.Does Financial Attitude affect Financial Behavior?
5.Does Financial Literacy have an effect on Financial Behavior?
6. Does Financial Knowledge affect Financial Behavior through Financial Literacy?
7. Does Financial Attitude affect Financial Behavior through Financial Literacy?

Research Objectives

Based on the formulation of the problem above, the objectives in this study are to find out:

1. The Effect of Financial Knowledge on Financial Literacy?
2. Effect of Financial Attitude on Financial Literacy?
3. Effect of Financial Knowledge on Financial Behavior?
4. The Effect of Financial Attitude on Financial Behavior?
5. What is the effect of Financial Literacy on Financial Behavior?
6. The Effect of Financial Knowledge on Financial Behavior through Financial Literacy?
7. Effect of Financial Attitude on Financial Behavior through Financial Literacy?

OVERVIEW

Financial Knowledge (X1)

Financial knowledge is a financial management skill so that life can be prosperous in the future. According to Huston (2010) Financial knowledge is a person's ability to understand financial terms and concepts and then convert that knowledge into behavior. According to (Chen et al., 2023) The definition of financial knowledge includes three aspects. First, understanding financial concepts, second, the level of financial knowledge as a proxy for financial literacy and third, financial knowledge is also defined as understanding financial concepts, proper money management for various purposes, and how to solve financial problems. Good financial knowledge and skills enable people to improve their financial well-being and determine whether they will thrive or suffer financially. (Khan et al., 2024) **. According to** Chen and Volpe, 1998 in Fadilla and Mohammad (2019) indicators of financial knowledge are basic financial knowledge, money management knowledge, credit and debt management knowledge, savings and investment knowledge and risk management knowledge. Individuals who have higher financial knowledge tend to show a better level of financial literacy, which in turn leads to smarter financial decision making and more optimal financial well-being.

Financial Attitude (X2)

Behavioral finance theory incorporates psychological factors that influence financial decisions, such as attitudes towards risk and time preference (Skagerlund et al., 2018) . According to Dayanti et al. (2020) Financial attitude is an assessment, insight, or situation of thinking about finance that is applied to a person's attitude. A positive and rational attitude towards money will encourage wise, responsible, and directed financial behavior towards achieving financial goals. Conversely, a negative or unhealthy attitude can lead to impulsive, reckless, and ultimately detrimental financial behavior (Rahayu & Meitriana, 2024) . There are five *financial* attitude indicators, namely the importance of controlling spending, the importance of saving regularly, the importance of comparing the benefits of financial instrument services used, the importance of having a reserve fund, and the importance of setting a budget (Sugiyanto et al., 2019).

Financial Literacy (Y1)

Financial literacy is one of the important aspects in achieving personal, organizational, and even national financial success in managing finances effectively and efficiently. Financial knowledge is an integral dimension, but not the same as financial literacy (Imawati, E. Ivada Susilaningsih, 2023), (Sumarno et al., 2024) . Financial literacy should reflect an individual's ability to understand financial information and use it skillfully and confidently (Huston, 2010). In a broad sense, financial literacy is an understanding of knowledge that can be used to make decisions and participate in economic activities, such as saving, investing, and consumption (Khan et al., 2024) . Good financial literacy empowers individuals to act wisely and effectively in the financial world. The indicators of financial literacy in Putri and Siregar 2022 are the understanding of basic financial concepts (e.g., interest, inflation, investment risk), the ability to budget and manage money well, knowledge of financial products (e.g., savings, investment, insurance) and the ability to compare and select appropriate financial products, understanding of investment risk and return.

Financial Behavior (Y2)

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) in (Pramedi & Haryono, 2021) asserts that individuals' intention to perform a behavior is influenced

by their attitude towards the behavior, subjective norms, and perceived behavioral control. This theory states that financial behavior is driven by positive or negative evaluations of financial activities, social pressure or influence from peers and family, and individuals' beliefs in their abilities (Atkinson and Messy, 2012) in Berlinger and Domotor, 2025. *Financial behavior* is all the actual actions or practices taken by individuals in managing, using, and making decisions regarding their money and financial resources. Healthy financial behavior is essential to achieving personal financial stability and well-being. Indicators of financial behavior by Dew and Xiao (2011) in Nugroho and Panutun (2022) are *Consumption*, *Cash-flow Management*, *Saving and Investment,* and *Credit Management*,

Hypotheses

H1 : Financial Knowledge affects Financial Literacy
H2 : Financial Attitude affects Financial Literacy
H3 : Financial Knowledge affects Financial Behavior
H4 : Financial Attitude affects Financial Behavior
H5 : Financial Literacy has an effect on Financial Behavior
H6 : Financial Knowledge affects Financial Behavior through Financial Literacy
H7 : Financial Attitude affects Financial Behavior through Financial Literacy

METHODS

The research method used in this research is quantitative method. The population in this research was 700 people with a sample of 103 people. The sampling technique used was accidental sampling. The data used in this study are primary data, which are obtained from questionnaires distributed to respondents. The design used in this study is Outer Model testing, Inner Model testing, hypothesis testing by using the Structural Equation Model (SEM) -SmartPLS 4.0 (Ali & Ade Octavia, 2023) , (Bunga Pertiwi et al., 2022)

Results and Discussion

Results

In this study, the research results are divided into two stages, including the outer model and inner model tests.

Measurement Model Outer Model Test Validity Test

The outer model test in this research assesses how well each statement presented as a questionnaire can reflect the variables under study (Ali & Ade Octavia, 2023) . When utilizing SmartPLS to analyze the outer model, there are two assessment processes completed, namely:

1. Convergent Validity

The value corresponding to the results of factor loading on latent variables and their indicators is indicated through convergent validity. If the correlation coefficient is greater than or equal to 0.7, then a single reflective measure is considered high. Early studies show that the measurement scale value loading of 0.5 to 0.6 is considered adequate (Bunga Pertiwi et al., 2022) ,. The loading factor limitation used in this study is > 0.7. There must be a strong correlation between the metrics of a construction.

Table 1. Outer Model Analysis Results (Convergent Validity)

Indicator	*Financial Knowledge*	*Financial Attitude*	*Financial Literacy*	*Financial Behavior*
PK. 1	0,856			
PK. 2	0,777			

PK. 3	0,722			
PK. 4	0,795			
PK. 5	0,850			
PK. 6	0,766			
SK. 1		0,752		
SK. 2		0,753		
SK. 3		0,792		
SK. 4		0,711		
SK. 5		0,814		
SK. 6		0,794		
LK. 1			0,727	
LK. 2			0,818	
LK. 3			0,733	
LK. 4			0,836	
LK. 5			0,792	
PrK.1				0,738
PrK.2				0,882
PrK.3				0,784
PrK.4				0,817
PrK.5				0,774
PrK.6				0,720

Source: SmartPLS 4.0 Output

Based on the results table above, it shows that the 4 variables used in this study can be declared valid, because each indicator in each variable obtains a loading factor value> 0.7, it can be stated that the indicators of each variable are eligible for research (Bunga Pertiwi et al., 2022) , (Ali & Ade Octavia, 2023) .

2. Discriminant Validity

Measurement of discriminant validity uses cross loading values and average variance extracted (AVE) values. The cross loading value is useful to find out whether the construct has adequate discriminant, namely by comparing the loading value on each indicator of each latent variable must be greater (>) than the value of other variable indicators. If the AVE value shows the AVE value is greater (>) 0.5, then it is said to meet the requirements. Measures of different constructs should not be highly correlated (Ali & Ade Octavia, 2023) .

Table 2. Outer Model Analysis Results (Cross Loading)

Indicator	***Financial Knowledge (X1)***	***Financial Attitude (X2)***	***Financial Literacy (Y1)***	***Financial Behavior (Y2)***
PK.1	0.856	0.770	0.836	0.745
PK.2	0.777	0.752	0.792	0.632
PK.3	0.722	0.753	0.632	0.738
PK.4	0.795	0.792	0.718	0.802
PK.5	0.850	0.814	0.779	0.817
PK.6	0.766	0.794	0.618	0.774
SK.1	0.777	0.752	0.792	0.632
SK.2	0.722	0.753	0.632	0.738
SK.3	0.795	0.792	0.718	0.802

SK.4	0.592	0.711	0.538	0.748
SK.5	0.850	0.814	0.779	0.817
SK.6	0.766	0.794	0.618	0.774
LK .2	0.721	0.703	0.818	0.694
LK .4	0.856	0.770	0.836	0.745
LK.1	0.598	0.612	0.727	0.720
LK.3	0.614	0.617	0.733	0.607
LK.5	0.777	0.752	0.792	0.632
PRK.1	0.722	0.753	0.632	0.738
PRK.2	0.795	0.792	0.718	0.802
PRK.3	0.592	0.711	0.538	0.748
PRK.4	0.850	0.814	0.779	0.817
PRK.5	0.766	0.794	0.618	0.774
PRK.6	0.598	0.612	0.727	0.720

Source: SmartPLS 4.0 Output

Based on table above can be seen that comparison the *loading factor* value on Financial Knowledge (PK1) is 0.856 which is greater than the loading factor value of other constructs, namely Financial Attitudes (0.770), Financial Literacy (0.836), and Financial Behavior (0.745). Based on the results of the discriminant validity test above, it can be seen that all latent variables already have good discriminant validity. So it can be concluded that the discriminant validity test has been fulfilled, and can be declared valid (Ali & Ade Octavia, 2023) .

3. Average Variance Extracted

The latent variable can explain on average more than half the variance of its indicators.

Table 3. Outer Model Analysis Results (AVE)

	Average variance extracted (AVE)
Financial Literacy (Y1)	**0.613**
Financial Knowledge (X1)	**0.633**
Financial Behavior (Y2)	**0.589**
Financial Attitude (X2)	**0.593**

Source: SmartPLS 4.0 Output

Based on the table above can be seen that the AVE value on the Financial Knowledge variable **is 0.633,** Financial Attitudes **0.593** Financial Literacy 0**.613** and Financial Behavior **0.589**. This shows that the four variables in this study have an AVE value of more than 0.5, meaning that each variable has good discriminant validity.

Reliability Test

The measurement of reliability aims to measure how accurate the consistency of the answers of respondents in filling out questionnaires, according to the questions asked (Bunga Pertiwi et al., 2022) (Ali & Ade Octavia, 2023) . There are 2 ways that are done in this test, namely:

1. Composite Reliability

The *composite reliability* value is done by looking at the *composite reliability* value on the reliability and validity construct menu. A construct is said to be reliable if its *composite reliability* value is> 0.7. The following can be seen the *composite reliability* value in the table:

Table 4. Construct Reliability and Validity Analysis Results (*Composite Reliability*)

	Composite reliability (rho_a)	***Composite reliability (rho_c)***
Financial Literacy (Y1)	0.849	0.887
Financial Knowledge (X1)	0.886	0.912
Financial Behavior (Y2)	0.863	0.896
Financial Attitude (X2)	0.866	0.897

Source: SmartPLS 4.0 Output

Based on the test results in the table at above, it can be seen that the *Composite Reliability* value of the Financial Knowledge, Financial Attitude, Financial Literacy, and Financial Behavior variables shows that the value of the four variables is greater (>) than 0.7, meaning that the overall variable is declared reliable.

2. Cronbach's Alpha

Reliability test with composite reliability can be strengthened with Cronbach's alpha. The criteria for assessing variables if the Cronbach's alpha value for each variable > 0.7, then it can be declared reliable.

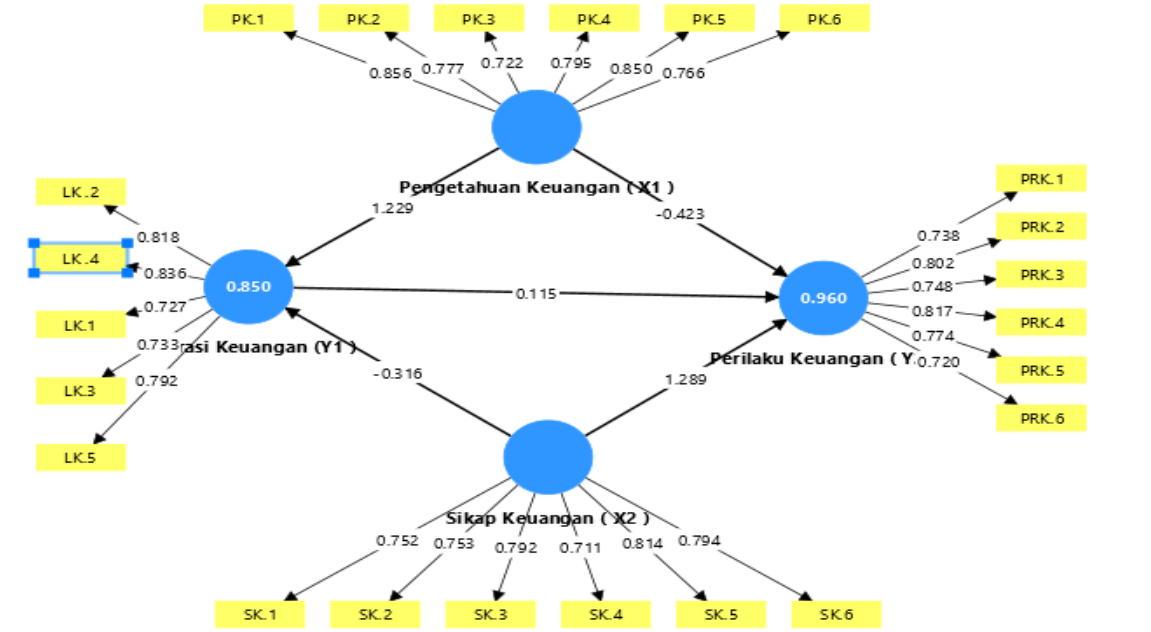
Table 5. Construct Reliability and Validity Analysis Results (Cronbach's Alpha)

	Cronbach's alpha
Financial Literacy (Y1)	0.841
Financial Knowledge (X1)	0.883
Financial Behavior (Y2)	0.860
Financial Attitude (X2)	0.862

Based on the test results in the table above, it can be seen that the Cronbach's Alpha value of the Financial Knowledge variable is 0.883, Financial Attitudes 0.862 Financial Literacy 0.841 and Financial Behavior 0.860. If the Cronbach Alpha value is greater than 0.7, the data can be considered reliable. This shows that the value of the four variables is greater than 0.7, then the overall variable is declared reliable (Ali & Ade Octavia, 2023) .

Results of Structural Model Analysis (Inner Model)

Testing the inner model or structural model is done by looking at the relationship or influence between constructs, the significance value and R-Square (R2) of the research model (Ali & Ade Octavia, 2023) . Analysis of measurements using SmartPLS 4.0 shows the picture formed as follows:



Source: SmartPLS 4.0 output

Figure 1. Structural Model Analysis Results

In this process in order to explain the strength of the relationship or the influence of independent latent variables on dependent latent variables using the measurement standard 0.67 is declared a strong influence, 0.33 is declared a moderate influence, and 0.19 is declared a weak influence (Chin, 1998 in Ghozali and Latan, 2015 in Ali, H., and Ade, 2023). The table below is the results of the R-Square estimate using SmartPLS:

Table 6. Structural Model Analysis Results (R-Square)

	R-square	***R-square adjusted***
Financial Intermediation (Y1)	0.850	0.847
Financial Behavior (Y2)	0.960	0.959

Source: SmartPLS 4.0 Output

Based on the R-square data table above, it is known the R-Square value of the Financial Literacy variable is 0.850 (85%), the value enters into the standard of moderate measurement. Then the R-Square value of the Financial Behavior variable is 0.960 (96%), the value also enters into the strong measurement standard. Based on this, it is known that the magnitude of the influence between Financial Literacy on Financial Behavior is 85% (strong influence) and the magnitude of the influence of Financial Knowledge, Financial Attitudes and Financial Literacy on Financial Behavior is 78.5% (strong influence).

Hypothesis Testing Results (Significance Test)

Testing the relationship model structural serves to explain between variables. Testing the structural model is done through the t test. In this research tests the hypothesis directly where the basis used is the value contained in the output path coefficients and indirect effect. The following is an explanation of hypothesis testing:

Table 7. Hypothesis Test Analysis Results (Path Coefficients)

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
Financial Knowledge (X1) -> Financial Literacy (Y1)	1.229	1.222	0.197	6.233	0.000
Financial Attitude (X2) -> Financial Literacy (Y1)	-0.316	-0.309	0.205	1.537	0.124
Financial Knowledge (X1) -> Financial Behavior (Y2)	-0.423	-0.422	0.115	3.683	0.000
Financial Knowledge (X1) -> Financial Behavior (Y2)	-0.423	-0.422	0.115	3.683	0.000
Financial Attitude (X2) -> Financial Behavior (Y2)	1.289	1.291	0.103	12.559	0.000
Financial Attitude (X2) -> Financial Behavior (Y2)	1.289	1.291	0.103	12.559	0.000
Financial literacy (Y1) -> Financial behavior (Y2)	0.115	0.111	0.057	1.996	0.046

Source: SmartPLS 4.0 Output

In this case is done with bootstrapping method on samples. Testing with bootstrapping aims to minimize the problem of non-normality of research data. The results of testing with boostrapping from PLS analysis are as follows:

1. The Effect of Financial Knowledge on Financial Literacy

The results of testing the first hypothesis show the effect of Financial Knowledge on Financial Literacy, as seen in table 7. The results of the hypothesis test analysis show the Original Sample (O) value where the path coefficient is 1.229 with a T statistic value of 6.233. The t statistic value is greater (>) than the t table value for n>100 (1.96). This means that Financial Knowledge affects Financial Literacy in STIE Sakti Alam Kerinci Jambi students.
(H1 Accepted).

2. The Effect of Financial Attitudes on Financial Literacy

The results of testing the second hypothesis show the effect of Financial Attitude on Financial Literacy, as seen in table 7. The results of the hypothesis test analysis show a value where the path coefficient is -0.316 with a statistical T value of 1.537. this value is smaller (<) than the t value table (1.96). This means that financial attitudes **have no effect** on financial literacy in STIE Sakti Alam Kerinci Jambi students. (H2 Rejected)

3. The Effect of Financial Knowledge on Financial Behavior

The results of testing the third hypothesis show the effect of the Effect of Financial Knowledge on Financial Behavior as seen in table 7. The results of the analysis of the hypothesis test show the value (O) which is the path coefficient of -0.423 with a T statistic value of 3.683. this value is greater (>) than the t table value (1.98). This

means that Financial Knowledge affects Financial Behavior in STIE Sakti Alam Kerinci Jambi students. (H3 Accepted).

4. **The Effect of Financial Attitudes on Financial Behavior**

The results of testing the fourth hypothesis show the effect of financial attitudes on financial behavior, as seen in table 7. The results of the analysis of the hypothesis test show the value (O) which is the path coefficient of 1.289 with a T statistic value of 12.559. this value is greater (>) than the value of the t table (1.98). This means that financial attitudes affect financial behavior in STIE Sakti Alam Kerinci Jambi students. (H4 Accepted).

5. Effect of Financial Literacy on Financial Behavior

The results of testing the fifth hypothesis show the influence of Financial Literacy on Financial Behavior, as seen in table 7. The results of the hypothesis test analysis show the value (O) that where the coefficient path of 0.115 with the T statistic value of 1.996. The value is greater (>) than the t table value (1.98). This means that financial attitudes affect financial behavior in STIE Sakti Alam Kerinci Jambi students. (H5 Accepted).

Hypothesis Testing Results (Significance Test) directly and indirectly

The results of Hypothesis Testing (Significance Test) directly and indirectly can be described from table 8 below

Table 8. Hypothesis test results (Total Indirect Effect)

	Original sample (O)	***Sample mean (M)***	***Standard deviation (STDEV)***	***T statistics (|O/STDEV|)***	***P values***
Financial Knowledge (X1) -> Financial Behavior (Y2)	**0.141**	**0.136**	**0.075**	**1.874**	**0.061**
Financial Attitude (X2) -> Financial Behavior (Y2)	**-0.036**	**-0.034**	**0.031**	**1.169**	**0.242**

Source: SmartPLS 4.0 Output

From the table above, it is obtained that the t statistic value < 1.98 and p Value> 0.05 means that financial literacy does not have a significant direct effect on the effect of financial knowledge and financial attitudes on financial behavior in STIE Sakti Alam Kerinci Jambi students.

DISCUSSION

The Effect of Financial Knowledge on Financial Literacy

Financial knowledge and financial literacy are closely related and complementary. Both are essential foundations for achieving financial well-being. Simply put, financial knowledge is what you know about the world of finance. Financial knowledge that includes know-how. Financial literacy is an individual's ability to understand and use financial knowledge and skills in everyday life. It is more than just knowing, but rather the ability to apply that knowledge to make wise financial

decisions. Financial knowledge that includes basic personal finance knowledge, money management knowledge, credit and debt management knowledge, savings and Investment knowledge, and risk management knowledge is expected to improve individual financial literacy in achieving financial well-being.

Based on the test results obtained that financial knowledge **affects** financial literacy. The results of this study are in line with several references, namely basic knowledge of financial management, credit management, savings and investment management, risk management, and RBL-STEM has a positive influence on consumptive behavior (Sumarno et al., 2024) in 2024), and Financial knowledge has a positive effect on financial behavior using credit cards (Chen et al., 2023) .

Financial Literacy and Financial Technology significantly influence the Personal Financial Management Behavior of Generation Z in Denpasar (Di et al., 2025).

The Effect of Financial Attitudes on Financial Literacy

Financial attitudes and financial literacy support each other in shaping healthy financial behavior. Both are important pillars that determine how a person manages and makes decisions related to their finances. *Financial attitude* refers to an individual's views, beliefs, feelings and values towards money and financial management. It is a person's internal perception of money, how it should be used, saved or invested. Financial attitudes can be influenced by past experiences, family environment, culture, and even one's personality.

A positive financial attitude consisting of *Attitude towards Saving*, Attitude *towards Investment, Attitude towards Spending* and Attitude towards Financial *Risk Management* is often a prerequisite for a person to actively seek and receive financial literacy information or education. If a person does not have a good attitude towards the importance of money management, they are less likely to be interested in improving their financial knowledge and skills. Both financial attitude and financial literacy will later influence a person's financial behavior.

Based on the test results, it is found that the development of the theory of financial attitudes **has no effect** on financial literacy. The results of this study are a development of the previous theory. Research (Gignac & Stevens, 2024) states that attitudes towards numbers and the need for cognition are both positively correlated with general intelligence and financial literacy.

The Effect of Financial Knowledge on Financial Behavior

In the *Theory of Planned Behavior* (TPB) by Ajzen (1991), it is stated that behavior (including financial behavior) is influenced by behavioral intentions. This intention itself is formed by three factors, namely attitude towards behavior**,** subjective norms and perceived behavioral control. Someone who has good financial knowledge will be more likely to have a positive attitude towards money management (because they understand the benefits), be better able to assess relevant social norms, and feel more confident or have greater control over their financial decisions, all of which ultimately encourage better financial intentions and behaviors.

As stated earlier, *financial knowledge* is an individual's understanding of various financial concepts, products, and basic principles. Meanwhile, *financial behavior* refers to the actual actions or decisions that individuals take in managing money and assets.

Financial behavior includes saving regularly, creating and adhering to a budget, managing debt wisely, investing or planning for the future and comparing financial products, so the higher a person's financial knowledge, the more likely they will demonstrate responsible and smart financial behavior.

Financial knowledge essentially strongly influences an individual's financial behavior. Knowledge provides the information base needed to make informed decisions, good financial knowledge helps individuals identify potential pitfalls, or risks in the financial world, knowledge of the importance of financial planning for long-term goals and individuals with adequate financial knowledge often feel more confident in facing financial decisions.

Based on the test results obtained that financial knowledge **affects** financial behavior. The results of this study are in line with (Sumarno et al., 2024) namely Basic knowledge of financial management, credit management, savings and investment management, risk management, and RBL-STEM has a positive influence on consumptive behavior. and (Chen et al., 2023)) Financial knowledge has a positive effect on financial behavior using credit cards.

The Effect of Financial Attitudes on Financial Behavior

Financial attitudes and financial behaviors are closely related and are an important foundation in determining how a person manages their money on a daily basis. Financial attitude is often the main driver behind a person's financial behavior. If you have a disciplined attitude towards money, you are more likely to create and stick to a budget (behavior).If you have a caring attitude towards your future and financial security, you are more likely to save and invest regularly (behavior).Conversely, if you have a wasteful or impulsive attitude, you are more likely to spend money without a plan or get into consumer debt (behavior). Attitude is a kind of "filter" that determines how you respond to financial situations.

The *Economic Rationality Model* assumes that individuals are rational agents who seek to maximize their utility. In a financial context, this means that individuals will make decisions that are most beneficial to them. Optimal financial well-being is often achieved when there is positive consistency between financial attitudes and behaviors. When attitudes are aligned with actions, people tend to make better and more sustainable financial decisions. Someone who has a positive attitude towards savings and consistently saves will be much more likely to achieve their financial goals than someone who only knows about savings (knowledge) but does not have a disciplined savings attitude or behavior.

Based on the test results obtained that financial attitudes affect financial behavior. The results of this study are in line with research (Gignac & Stevens, 2024) states that attitudes towards numbers and the need for cognition are both positively correlated with general intelligence and financial literacy.

Effect of Financial Literacy on Financial Behavior

Financial literacy is often considered an important prerequisite for shaping healthy and rational financial behavior. Financial literacy is the basic knowledge and skills needed to steer financial behavior in a positive and productive direction. The better a person's financial literacy, the more likely they will make smart decisions, manage risks effectively, and ultimately, achieve better financial goals and economic well-being.

The importance of financial literacy for financial behavior includes that individuals with a high level of financial literacy tend to show better financial behavior. Because they have a deeper understanding of the financial consequences of each decision. Financial literacy helps individuals identify and avoid harmful financial behaviors, Financial literacy equips individuals with the tools and framework to analyze various financial options and make choices that best suit their goals and situation. This leads to more rational and less emotional decisions. A person having high financial literacy does not automatically guarantee perfect financial behavior. Other factors such as self-control, lifestyle, social influences and personal economic conditions also play a role. However, financial literacy is a very strong predictive factor. Someone who knows and understands the intricacies of finance has a much greater chance of acting wisely than someone who does not.

Based on the test results obtained that financial literacy affects financial behavior. The results of this study are in line with research (Skagerlund et al., 2018) which found a positive and significant effect of financial literacy in the case of positive financial behavior,

The Effect of Financial Knowledge on Financial Behavior through Financial Literacy

One gains an understanding of various financial concepts such as inflation, interest rates, investment diversification, benefits of saving, risks of borrowing, types of insurance, etc. through financial knowledge. When a person has sufficient knowledge, they will find it easier to develop skills in managing money. The financial knowledge a person has will affect their level of financial literacy. High Financial Literacy makes the influence of Financial Knowledge much stronger on Financial Behavior.

The results of this study are a development of previous understanding. From the hypothesis test, it is found that financial literacy cannot make the effect of financial knowledge much stronger on financial behavior or in other words, financial literacy does not have a significant direct effect on the effect of financial knowledge on financial behavior.

The influence of financial attitudes on financial behavior through financial literacy

Similar to financial knowledge, financial attitudes also play a very significant role in influencing financial behavior, and often do so through their interaction with financial literacy itself. When an individual rationally understands the benefits of a financial action, his or her attitude towards that action will become more positive. A positive financial attitude can be an important driver for an individual to seek, understand, and internalize financial knowledge and skills, ultimately improving their financial literacy. And through sufficient financial literacy, individuals will make good financial decisions as well. In other words, with sufficient financial literacy, the influence of financial attitudes becomes much stronger on Financial Behavior.

The results of this study are also a development of previous understanding. From the hypothesis test, it is obtained that financial literacy cannot make the influence of financial attitudes much stronger on financial behavior or in other words, financial literacy does not have a significant direct effect on the influence of financial attitudes on financial behavior.

CONCLUSIONS

1. Financial Knowledge **has** a significant **effect** on Financial Literacy in STIE Sakti Alam Kerinci Jambi students. This means that the better one's knowledge of basic financial concepts and principles, the higher the level of financial literacy. Financial knowledge which includes basic personal finance knowledge, money management knowledge, credit and debt management knowledge, savings and investment knowledge, and risk management knowledge is expected to improve individual financial literacy in achieving financial well-being.
2. Financial Attitudes **have no** significant **effect** on Financial Literacy in STIE Sakti Alam Kerinci Jambi students. This means that even though someone has a positive or negative attitude towards money and financial management, this attitude does not directly or strongly affect their level of understanding and ability to manage finances effectively. Financial attitudes relate to an individual's views, beliefs, feelings and values towards money and financial management. in this study financial attitudes do not necessarily increase actual knowledge or skills in finance. Someone may "want" to save, but if they don't know how to budget, choose the right savings product, or understand interest rates, good intentions alone are not enough to improve their financial literacy.
3. Financial Knowledge **has a significant effect** on Financial Behavior in STIE Sakti Alam Kerinci Jambi students. This means that the better a person's understanding of financial concepts, principles, and products, the more likely they are to demonstrate positive and effective financial management behavior. Financial behavior is related to consumption activities, cash flow management, savings and investment and credit management. This financial behavior will be good if individuals have good knowledge about financial management.
4. Financial Attitudes **have a significant effect** on Financial Behavior in STIE Sakti Alam Kerinci Jambi students. This means that if someone has a good attitude towards the money they control, it greatly influences the way they act and make daily financial decisions (behavior).
5. Financial Literacy **has a significant effect** on Financial Behavior in STIE Sakti Alam Kerinci Jambi students. This means that the higher a person's level of understanding, knowledge, and skills in managing finances (financial literacy), the more likely they are to demonstrate positive, intelligent, and responsible financial actions and decisions (financial behavior).
6. Financial literacy **does not have a significant direct effect** on the effect of financial knowledge on financial behavior in STIE Sakti Alam Kerinci Jambi students. This means that although financial knowledge itself is important for financial behavior, and financial literacy is also important for financial behavior, financial literacy (as a broader concept that includes knowledge, attitudes, and skills) does not directly strengthen or weaken how financial knowledge drives financial behavior.
7. Financial literacy **does not have a significant direct effect** on the effect of financial attitudes on financial behavior in STIE Sakti Alam Kerinci Jambi students. This means that although a person's attitude towards money (financial attitude) is an important driver for how they act with their money (financial behavior), and overall financial literacy is also important, higher or lower levels of financial literacy do not directly change how strong the relationship between financial attitude and financial behavior is.

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