

ABSTRACT

College students's consumptive behaviors happen because of low financial literacy levels. It is unfortunate because financial literacy is very important for an individu, it can avoid financial problems and influence their financial behavior. This research aims to determine the effect of financial literacy on financial behavior of college student at Telkom university as well as the differences between students from economic filed of study and non economic.

This research was comparative quantitative research. The population of this study were stundents at Telkom University in 2018 and there were 28.740 students. The sample of this research were 400 students taken with probability sampling techniques. The respondents were 128 students from economic field of study and the rest, 272 students were from non economic fields of study. The data was collected using a questionnaire. Validity and reability test are used in financial literacy and financial behavior variabels. Data analysis that used in this research were Chi-Square test and Mann Whitney test.

The result of this research indicate that financial literacy does not affect students's financial behavior at Telkom University. There are differences in the level of financial literasi students's from economic field of study and non economic, students's from economic field of study have a higher financial literacy level than students's from non economic field of study. Overall, the highest level of financial literacy student's was in the dimensions of money management and the lowest was in the dimensions of saving and investment. Also, there was no difference in the level of financial behavior of students from economic field o study and non economic field of study.

Keywords: Financial Literacy, Financial Behavior, College Students