

ABSTRACT

Technological developments have an influence on many aspects of life, one of which is the financial aspect. With the role of technology in the financial sector, many products have emerged, one of which is the existence of online loan services which is a financial technology-based financing model that can help with financial problems. With the easy access, fast disbursement process, and without collateral, it can be an option in the community, especially among students. This requires the role of understanding and applying the concept of financial literacy in utilizing online loan services so as not to become a financial problem in the future.

The purpose of this study was to analyze financial literacy on the use of online loans among Telkom University students. Financial literacy consists of three dimensions, namely financial knowledge, financial behavior, and financial attitudes. Whereas online loans consist of several dimensions, namely lenders, borrowers, and platforms. Based on the results of the hypothesis of financial literacy on online loans, it has a t value of $6.947 > t$ table value of 1.968 and a Sig value of $0.000 < 0.05$, which means that financial literacy has a significant effect on online loans. The correlation test results show that the contribution of financial literacy to online loans has a contribution of 0.567 . And the results of the test of the coefficient of determination of financial literacy on online loans are $32,2\%$.

Keyword: *Financial Literacy, Online Lending, Student*