

ABSTRACT

Based on the OJK or the financial services authority, the number of online loan users always increases drastically every year. This is of course due to the increasingly sophisticated technology in Indonesia. even based on data from the OJK, the volume of online loan use, which started in 2016, has far exceeded the volume of credit card usage in Indonesia. more and more people are starting to use online loans because the transaction requirements are relatively easy and fast. productive age such as students are the largest number of users since the existence of online loans to date. but there are still many cases of payment failure on online loans in Indonesia. Based on data from the Financial Services Authority (OJK), online loan payment failure rate increased by 8.27 percent from June 2020 which was still at the level of 6.13 percent.

The aims of this research is to find the correlation between the financial knowledge and financial behavior regarding online loan among college student in Indonesia. The population of this research are 724.088 college student in DKI Jakarta and 767.149 college student in West Java and the total from both are 1.491.237 college student in DKI Jakarta and West Java, and the sample of this research is 400 student.

This type of research is a quantitative research, the research purpose are descriptive and correlation and time horizon longitudinal with no intervene of extend research. The results of this research show that financial knowledge affects the behavior of using online loans. The results of the descriptive analysis of the financial satisfaction variable have an average percentage score of 82.55% which belongs to the good category, and the results of the descriptive analysis of the financial ability variable have an average percentage score of 68.76% which is included in the good category. The results of the classical and regression analysis show that financial knowledge has been shown to significantly influence online loan behavior

Keywords: Financial Knowledge, Online loan use Behavior, College student.