

ABSTRACT

THE EFFECT OF FINANCIAL KNOWLEDGE, FINANCIAL BEHAVIOR, AND CHILDHOOD CONSUMER EXPERIENCE ON EMPLOYEES FINANCIAL SATISFACTION PRODUCTIVE AGE IN BANDUNG CITY

Financial satisfaction is a basic component of happiness that comes from the efforts someone does. A person who is financially satisfied is a person who is satisfied with his life. Financial satisfaction can be measured through one's perspective on the satisfaction of the income received, the ability to overcome financial problems, the ability to meet basic needs, the level of debt held, the amount of savings, the availability of money for future needs, and life goals. The research is modified because it uses existing theories. This study aims to determine whether financial knowledge, financial behavior and childhood consumer experience have an effect on financial satisfaction.

The object of this research is the productive age in Bandung. The collection of data needed in this study was carried out by distributing questionnaires as an instrument to 100 people in the city of Bandung. The validity test used in calculating is the Pearson Product Moment correlation technique and in conducting reliability testing using Cronbach's Alpha to 30 people to test its validity and reliability. Hypothesis testing in this study used the F test, namely for the simultaneous significant test and the t test for partially significant test.

Keywords: Productive Age, Financial Knowledge, Financial Behavior, Childhood Consumer Experience, Financial Satisfaction