

## **ABSTRACT**

*Financial literacy has become a necessity in order to manage finances and make financial decisions accurately. Data shows that in Indonesia, financial literacy level is considered low, causing people to become consumptive. This is supported by the Consumer Survey conducted by Bank Indonesia, which obtained data that in October 2022, only 15,70% of the total income was saved by the public. Therefore, it is clear that the level of financial literacy and saving behaviour among Indonesian citizens is still quite low.*

*Students, who vary in age from 18 to 25 years, are one element of society, have a low understanding of financial literacy. Thus, they tend to lack good financial management skills and become consumptive. With self-control as a moderator variable, this study aims to examine social influence including peer and parental influence on the level of financial literacy and saving behavior for college students in Bandung City.*

*This study used a quantitative methodology, distributed online questionnaires to 400 students aged 18 to 25 years in the city of Bandung to collect data. Convergent validity and discriminant validity tests were used as construct validity tests, and were performed on 30 samples. Reliability testing methods include Cronbach's Alpha and Composite Reliability. The method for performing the data analysis is known as the Partial Least Squares (PLS) approach using Variant-based Structural Equation Modeling (SEM) method.*

*According to the findings of this study, parental influence has significant effect on financial literacy, peer influence has significant effect on financial literacy, financial literacy has significant effect on saving behavior, financial literacy mediates the relationship between parental influence and saving behavior, financial literacy mediates the relationship between peer influence and saving behavior, and self-control moderates the relationship between financial literacy and saving behavior.*

**Keywords:** *Students, Parental Influence, Peer Influence, Financial literacy, Self-control, Saving Behaviour.*