

ABSTRACT

Generation Z prefers spending over saving, emphasizing the need for greater financial understanding. Regional discrepancies exist such as in South Sumatra ranked 13th among 38th provinces in terms of financial literacy rate in 2022. Gen Z faces a paradox between financial information availability and the lack of self-control.

This study aims to examine the influence of financial literacy and self-control on Generation Z's saving behaviour in South Sumatra. This study evaluates Generation Z's ability to manage their personal money based on financial literacy and self-control.

The study employs a quantitative approach by accumulating data through the distribution of questionnaires to respondents. Purposive sampling was utilized to determine the sample size, with 400 respondents chosen using the Slovin formula.

It was found that financial literacy and self-control have a significant influence on the saving behaviour. According to the findings of this study, a high level of financial literacy and self-control have a positive relationship with increased saving behaviour.

The findings contribute to the understanding of financial management behaviour among Generation Z in South Sumatra, offering insights for policymakers and financial institutions to enhance financial management abilities within this demographic. The study underscores the necessity for targeted financial education programs by taking advantage of Generation Z as digital natives.

Keywords: *financial literacy, generation z, saving behaviour, self-control*