

ABSTRACT

Financial literacy is very important for Indonesian society. With good financial literacy, society can make wise financial decisions to achieve their financial goals. Good financial management is also determined by a person's lifestyle because lifestyle is defined as a person's pattern of activities, interests, and opinions in spending their free time and allocating their time.

This research aims to analyze the influence of Financial Literacy on Financial Behavior of Generation Z in West Java. The line study used a quantitative descriptive method with a data collection technique using a questionnaire with a Likert scale. The number of respondents in the line study was 400 respondents who had conducted Financial Literacy on Financial Behavior, especially Generation Z in West Java.

The results of the line study showed that there was a significant influence between the Financial Literacy variable on Financial Behavior. The study is expected to provide an important contribution to the understanding of the relationship between Financial Literacy and Financial Behavior in Generation Z Society in West Java.

Keywords: *Financial Literacy, Financial Behavior, Generation Z, Financial Management, Lifestyle*