



Article

THE INFLUENCE OF FINANCIAL LITERACY AND LIFESTYLE ON FINANCIAL MANAGEMENT BEHAVIOR OF CAREER WOMEN IN PITU RIAWA DISTRICT

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Abstract: In the era of globalization and rapid technological development, career women are faced with various challenges in managing their personal finances. Financial Literacy, which includes knowledge and understanding of basic financial concepts, as well as Lifestyle which reflects consumption patterns and individual priorities, are believed to play an important role in forming healthy financial management behavior. The aim of this research is to determine whether there is an influence between Financial Literacy and Lifestyle on Financial Management Behavior and whether both influence simultaneously.

The research method used is quantitative with a descriptive approach using data collection techniques, namely primary data in the form of questionnaire data and secondary data obtained indirectly which is tested using descriptive analysis tests, data feasibility tests, classical assumption tests, hypothesis tests, and multiple linear regression analysis.

The research results show that: (1) *Financial Literacy* has a positive and significant effect on Financial Management Behavior, this is proven by the calculated t value $> t$ table or $4.563 > 1.998$ with a significance level of $0.000 < 0.05$. (2) *Lifestyle* has a negative and significant effect on Financial Management Behavior, this is proven by the calculated t value $< t$ table or $-5.063 < 1.998$ with a significance level of $0.000 < 0.05$. (3) *Financial Literacy and Lifestyle* simultaneously influence Financial Management Behavior, this is proven by the Fcount value of $22.809 > F$ table 3.15 and a significant value of $0.000 < 0.05$.

Keywords: Financial Literacy, Lifestyle, Financial Management Behavior, career women

1. Introduction

In the era of digitalization 4.0, refers to the period in which digital technologies, such as artificial intelligence, the Internet of Things, big data and other related technologies, are widely integrated into various aspects of human life. The Digital Era 4.0 highlights the evolution of increasingly complex technology and changes the way we interact with information, services and each other.¹ In the financial context, the Digital 4.0 era provides opportunities to increase the efficiency and affordability of financial management through digital innovation. Where in this era financial management in the household is still low.

Financial management in households is still low in the digitalization 4.0 era because there is still a lack of understanding and application of digital technology, such as financial applications and digital banking, which can help increase efficiency and transparency in managing family finances. Efforts that the government can take include providing outreach regarding techniques for managing finances to achieve effectiveness as well as providing education regarding how to use finances wisely, in terms of savings for children and unexpected expenses.

¹ Farid Abdullah, "Fenomena Digital Era Revolusi Industri 4.0", Jurnal Dimensi DKV Seni Rupa dan Desain 4, no. 1 (2019): 47–58.

Managing finances properly can of course be supported by good financial literacy. Financial literacy can help business actors with business management such as budgeting, savings, and basic knowledge of finance in achieving financial goals.²

The Financial Services Authority (OJK) stated that the financial behavior of Indonesian people still tends to be consumptive, which can lead to various irresponsible financial behaviors, for example a lack of savings, investment, emergency fund planning and budgeting for the future. People are required to make a good financial management plan for their future, both for managing personal finances and family finances).

The Financial Services Authority and Bank Indonesia are working to expand the financial literacy program campaign in order to encourage and educate. As well as increasing financial literacy through the National Strategy.

Inclusive Finance (SNKI). SNKI is one of the government programs that is being intensified to increase economic growth and accelerate poverty reduction in Indonesia. The groups that have been one of the main targets of financial education activities carried out by the Indonesian government since 2017 through the National Financial Inclusion Strategy (SNKI) program are women and housewives because they have an important role in managing and making decisions in the family.

Every person or society must be faced with how to manage their finances in their daily lives. Managing finances depends on the different behavioral patterns of each person and if someone understands their financial condition, they will be wise in managing the income they earn and the expenses they have to pay daily so that their living needs are met and they avoid economic difficulties.³ This is very important for women because women are more consumptive than men.

Low knowledge about finance is a serious problem for Indonesian society, especially women. In Soya Sobaya and Junaidi Safitri, explained that in accordance with the results of a survey on the level of financial literacy conducted by VISA, where VISA is a global payment technology company and infrastructure for electronic financial transactions, it indirectly carries out financial literacy surveys in each country. VISA participates in joint financial literacy initiatives with other financial institutions, government agencies, or non-profit organizations. In 2012, Indonesia with a score of 27.7 was ranked 27th out of 28 countries studied, just above Pakistan. This indicates that the public's understanding of financial management is still weak. In fact, most Indonesians do not implement a family financial budget. Indonesia is in the leading position where the majority of its citizens do not have reserve funds for emergencies of at least three months.⁴

National Financial Literacy Index

No	Year	National Financial Literacy Index
1	2013	21.84%
2	2016	29.7%
3	2019	38.03%
4	2022	49.68%

Source: Financial Services Authority, 2022

The table national financial literacy index above shows that the financial literacy index of the Indonesian people in 2022 will be 49.68 percent, an increase compared to 2019 which was only 38.03 percent. This shows that the financial literacy of the Indonesian people is still below 50 percent, which can be said to be that the financial literacy of the Indonesian people is still low because it is not commensurate with the large population, namely 278.8 million people. Therefore, improving people's financial literacy is a long-term investment that can provide benefits for individuals and for overall economic stability.

Apart from that sAlong with the times and changes in lifestyle that have been experienced by society, it has had an impact on the behavior or attitudes of society, especially regarding the behavior of housewives in managing the finances of a family. Increasing factors in a person's lifestyle can give rise to and give rise to several problems in terms of managing family finances. Ideally, financial literacy and lifestyle can have an impact or influence on a person's behavior in managing finances. Financial knowledge can shape a person's behavior in managing finances

² Very Andrianingsih and Dessy Novitasari Laras Asih, "Pengaruh Literasi Keuangan Terhadap Pengelolaan Keuangan Pada Ibu Rumah Tangga", *Jurnal Manajemen Dan Bisnis Indonesia* 8, no. 1 (2022).

³ Alif Ardias Sudrajat and Susilo Setiyawan, "Pengaruh Literasi Keuangan dan Sikap Keuangan terhadap Perilaku Pengelolaan Keuangan", *Jurnal Riset Manajemen Dan Bisnis*, (2022).

⁴ Deasy Lestary Kusnandar and Dian Kurniawan, 'Literasi Keuangan Dan Gaya Hidup Ibu Rumah Tangga Dalam Membentuk Perilaku Keuangan Keluarga Di Kota Tasikmalaya,' *Sustainable Competitive Advantage (SCA)*, 8, no. 1 (2018).

well and appropriately.

One indicator that influences a person's behavior is his lifestyle. If interpreted simply, lifestyle is a person's pattern of living in the world as expressed by their activities, interests and opinions. Lifestyle also shows a person's social class and how they spend their time and money.

Financial management behavior is an individual's ability to manage planning, budgeting, auditing, managing, controlling, searching for and storing daily financial funds. A person's Financial Management Behavior can be seen from the form of goods purchased and the reasons for buying them. This is greatly influenced by the interaction of various factors such as important and relevant information, financial knowledge, and financial resources.⁵

Financial Management Behavior is a basic need that a person needs to have, so that a person can avoid financial problems. The emergence of financial problems is not only due to low levels of income, but can also stem from a person's low knowledge in managing finances. Financial literacy shows an individual's ability to utilize the resources they have to achieve and improve prosperity.

In order to achieve financial prosperity, a person needs to have sound knowledge, attitudes and implementation of personal finance. The extent of a person's knowledge, attitudes and implementation in managing finances is known as financial literacy. Women generally have greater freedom to make decisions regarding family finances. Many women learn financial matters from trial and error, but this has not been able to make them intelligent economic actors in today's life.

Financial management is every individual's responsibility for their own finances, because managing their finances is closely related to everyday life. Good financial management is very important because it can determine short-term and long-term financial goals. A good financial manager must have at least a little knowledge based on the attitude he has. Knowledge about financial management will usually be obtained by individuals through education. Financial management behavior is a person's ability to organize things such as auditing, budgeting, planning, managing and storing daily financial funds.⁶

Influence on people's behavior, especially behavior in managing finances, especially women. As a person's lifestyle increases, problems in financial management will arise. Ideally, financial literacy and lifestyle factors can influence a person's behavior in managing finances. Knowledge about finance will shape a person's financial behavior well. So, it can be said that the higher a person's financial literacy, the better their financial behavior and vice versa. Meanwhile, lifestyle has positive and negative impacts. If someone has high literacy and a lifestyle that suits family circumstances, then people will be able to manage family finances.

This research takes career women because the big challenge for career women is controlling personal expenses. Consumer behavior easily occurs, especially if they are classified as independent. What is meant by independent is a woman who has an active career or job, is independent, and usually has a high level of autonomy in their decisions. In the sense that they make financial decisions without being influenced by their parents or partner.⁷ Such behavior can have an impact on the level of financial well-being. To achieve prosperity, wise financial management is needed, planning and paying attention to financial management behavior, controlling oneself and equipping oneself with financial knowledge.

Through observations carried out in Pitu Riawa District, this research focuses on career women who work in various sectors in the Pitu Riawa District area who may experience consumerist behavior. Based on the results of initial observations of career women, it was found that the salary they received was used more for food consumption, shopping, traveling, etc., rather than being used for saving or investing. Where women who are consumptive are those who tend to spend money at a high level of expenditure, especially career women whose lack of financial literacy awareness can mean that they do not fully understand the long-term impact of the decisions they make. In reality, career women spend more or spend money on things that satisfy desires such as shopping and traveling rather than saving and investing.

This research is important to carry out because it aims to see the influence of financial literacy and lifestyle on the financial management behavior of career women. The criteria for career women referred to in this research are women who are financially independent and able to manage their personal finances and those who work in the professional, executive or managerial field. Career women will not only face increasing complexity in products, services and markets, but will also have to bear greater risks in the future in financial management. Managing finances is a challenge, requiring special attention, strategy, creativity and discipline to keep financial conditions healthy.

⁵ Siti Muntahanah et al., "Literasi Keuangan, Pendapatan dan Gaya Hidup terhadap Pengelolaan Keuangan di Masa Pandemi", *Jurnal Ilmiah Universitas Batanghari Jambi*, 21, no.3 (2021).

⁶ Putri Novia Agustina and Azib, "Pengaruh Literasi Keuangan, Locus of Control, dan Gaya Hidup terhadap Financial Management Behavior", *Bandung Conference Series: Business and Management*, 3, no. 1 (2023).

⁷ Alifluhtin Utaminingsih, *Gender dan Wanita karir*. (Malang: UB Press, 2017).

Based on several phenomena above, researchers found that there are still many career women who do not have good financial literacy knowledge. The author can find this from the daily lives of career women who spend the money they have on consumption activities. Low financial literacy, supported by a high lifestyle, often leads to consumptive behavior in career women. Career women who have good financial literacy will have an impact on their lifestyle, namely being more frugal, so that career women can avoid consumptive behavior.⁸ Based on the background above, researchers are interested in examining the influence of financial literacy and lifestyle on the financial management behavior of career women in Pitu Riawa District.

2. Methodology

The approach taken in this research is a quantitative approach using a survey method and then distributing questionnaires to respondents. The quantitative approach is a research approach that places more emphasis on collecting quantitative data in the form of numbers or numbers. The research will be conducted by researchers with the title *The Influence of Financial Literacy and Lifestyle on Financial Management Behavior*.

Data sources in this research consist of people and objects. People are informants in the sense of being subjects who present the data needed by researchers, while objects are sources of data in the form of documents such as articles and news that support the achievement of research objectives.

The data used in this research is divided into two types, namely primary data and secondary data. The selection of primary data is based on the subject's capacity which is considered to be able to provide the information needed by the researcher as a whole. The primary data in this research are career women. To strengthen data analysis, research on the influence of Financial Literacy and Lifestyle on Financial Management Behavior must be supported by secondary data, namely documents, as well as books and articles that support the research. The population in this research are career women in Pitu Riawa District. The population of all career women in Pitu Riawa District is 176 people.⁹ Simple random sampling is a method for obtaining samples randomly and without regard to population size. When populations are considered to have consistent traits (same tendencies) this method is usually used.¹⁰

3. Result

1.1 Respondent Characteristics

Respondent characteristics are useful as descriptions that describe the respondent's established identity. A description of the characteristics of the respondents includes education and age of the respondents. To clarify the characteristics of the respondents in question, the following data table will be presented according to the characteristics in question.

1. Characteristics of respondents based on gender

Characteristics of respondents based on gender

Gender	Frequency	Percentage
Woman	64	100%
Total	64	100%

Source: Spss 26 Output Data

Based on table characteristics of respondents based on gender, the number of respondents with female gender was 64 people with a percentage of 100%. The total number of respondents in this study was 64 people.

2. Characteristics of respondents based on education

Characteristics of respondents based on education

No	Last education	Amount	Percentage
1.	SENIOR HIGH SCHOOL	3	4.7%
2.	Diploma (D1, D2, D3)	14	21.9%
3.	Bachelor	47	73.4%
	Total	64	100%

Source: SPSS 26 output

⁸ Anisa Nur Fauzia and Nurdin, Pengaruh Literasi Keuangan terhadap Perilaku Konsumtif, *Journal Prosiding Manajemen*, ISSN: 2460-6545, hlm. 80.

⁹ A.Nurmutiahzifah Kecamatan Pitu Riawa dalam angka 2021 BPS Sidrap (Kab.Sidenreng Rappang: Pangkajene, 2022), h.15 <https://sidrapkab.bps.go.id>. (22 Maret 2024).

¹⁰ Agung Widhi Kurniawan and Zarah Puspitaningtyas, *Metode Penelitian Kuantitatif*, ed. Pandiva Buku (Yogyakarta, 2016).

Based on table characteristics of respondents based on education, it is revealed that the number of respondents with a high school education was 3 person with a percentage of 4.7%. The number of respondents with a diploma (D1, D2, D3) was 14 people with a percentage of 21.9%. And respondents with a Bachelor's degree were 47 people with a percentage of 73.4%. The total number of respondents was 64 people and the most recent education of the respondents was a Bachelor's degree.

3. Characteristics of respondents based on age

Characteristics of respondents based on age

No.	Age	Amount	percentage
1.	15 – 25	4	6.3%
2.	26 – 35	45	70.3%
3.	36 – 45	9	14.1%
4.	46 – 55	5	7.8%
5.	> 56	1	1.6%
Total		64	100%

Source: SPSS 26 output

Based on table characteristic of respondents based on age, it is revealed that most of the sample, or 45 respondents, are aged between 25 to 35 years. The next group includes 9 respondents between the ages of 36 to 45 years old, 5 between 46 and 55 years old, 4 between 15 to 25 years old, and 1 over 55 years old.

1.2 Descriptive Statistical Analysis

Descriptive statistical analysis is analysis that provides a general description of the characteristics of each research variable as seen from the average value (mean), maximum value and minimum value.

Descriptive Statistics Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Financial Literacy	64	38.00	49.00	42.8281	2.97372
Lifestyle	64	38.00	49.00	44.0313	2.71953
Financial Management Behavior	64	30.00	40.00	35.3594	2.29123
Valid N (listwise)	64				

Source: SPSS 26 output

From table Descriptive Statistics Results, it can be seen that this research uses 2 (two) Independent variables (X) and 1 (one) Dependent variable (Y), namely Financial Literacy = X1, Lifestyle = X2, and Y= Financial Management Behavior, Number of Respondents in the study this was 64 respondents.

Based on the results of the descriptive test above, we can describe the distribution of the above data obtained by researchers, namely:

1. The minimum value of X1 is 38, the maximum value is 49, the average value is 42.8281 and the standard deviation is 2.97372.
2. The minimum value of X2 is 38, the maximum value is 49, the average value is 44.0313 and the standard deviation is 2.71953.
3. The minimum value of Y is 30, the maximum value is 40, the average value is 35.3594 and the standard deviation is 2.29123.

1.3 Hypothesis Testing

1.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is a development of simple linear regression. This regression is used to predict future demand based on past data to determine the influence of one or more independent variables on one dependent variable.

In this research, multiple linear regression analysis was used to determine the influence of the Financial Literacy and Lifestyle variables on the Financial Management Behavior of Career Women. Based on the results of data processing carried out using SPSS 26, the data obtained are multiple linear regression results as follows.

Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardize Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Consta nt)	37.202	2,437		15,265	,000
	Financial Literacy	0.174	0.038	,442	5,063	,000
	Lifestyle	-.0211	0.042	-.5,063	.4563	,000

a. Dependent Variable: Financial Management Behavior

Source: SPSS 26 output

Based on these results, the following multiple linear regression was obtained:

$$Y = \alpha + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + e$$

$$Y = 37.202 + 0.174X_1 + (- 0.211X_2)$$

Based on the multiple linear regression equation used, it can be described as follows:

1. The value $\alpha = 37.202$ is a constant or condition when the Financial Management Behavior variable has not been influenced by other variables, namely the Financial Literacy variable (X_1) and the Lifestyle variable (X_2). If the independent variable does not exist then the Financial Management Behavior variable does not change.
2. The b_1 value (regression coefficient value).
3. The b_2 value (regression coefficient value).

1.3.2 Partial Test (T)

The t test is used to show how far an independent variable partially influences the dependent variable. Individual or partial influence is shown from the significance value of the t test. Following are the results of the t test using SPSS 26.

Partial Test (T)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Consta nt)	37.202	2,437		15,265	,000
	Financial Literacy	0.174	0.038	,442	4,563	,000
	Lifestyle	-.211	0.042	-.490	-5,063	,000

a. Dependent Variable: Financial Management Behavior

Source: SPSS 26 output

Based on the t test table, the t table is obtained 1,998 with the following hypothesis test results:

1. Financial Literacy(X_1)

Based on the calculations in the table above, Financial Literacy (X_1) has a significant positive effect on Financial Management, with a t count of 4.563 with a sig of 0.000. Because the calculated t value is $4.563 > t$ table 1.998 and the sig value is $0.000 < 0.05$, it can be concluded that H_1 is accepted, meaning that Financial Literacy has a positive effect on Financial Management Behavior.

2. Lifestyle(X2)

Based on the calculations in the table above, Lifestyle (X2) obtained a t count of $-5.063 < t \text{ table } 1.998$ and a sig value of $0.000 < 0.05$, so it can be concluded that H2 is accepted, meaning Lifestyle has no effect on Financial Management Behavior.

1.3.3 F statistical test (F)

The F test is used to determine the effect of the independent variable on the dependent variable simultaneously or together. If the significance is <0.05 then the independent variable simultaneously influences the dependent variable. Following are the results of the f test using SPSS 26.

Test Results f

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	36,934	2	18,467	22,809	,000b
	Residual	49,388	61	,810		
	Total	86,322	63			
a. Dependent Variable: Financial Management Behavior						
b. Predictors: (Constant), Lifestyle, Financial Literacy						

Source: SPSS 26 output

Based on the F test table, the calculated F value is 22.809 with a probability of sig 0.000. The F table value obtained is 3.15. If F count is $22.809 > F \text{ table } 3.15$ with sig $0.000 < 0.05$ then it can be concluded that Financial Literacy and Lifestyle influence Financial Management Behavior simultaneously.

1.3.4 Determination Test

The coefficient of determination is the magnitude of the contribution of the independent variable to the dependent variable. If the coefficient of determination is higher, the ability of the dependent variable to explain variations in changes in the independent variable. The correlation coefficient of determination values are zero and one.

Determination Tests

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654a	0.428	0.409	89980
a. Predictors: (Constant), Lifestyle, Financial Literacy				

Source: Spss 26 Output Data

Based on table Determination Test, the magnitude of the influence of Financial Literacy and Lifestyle on Financial Management Behavior shows that the R square value is 0.428 or equal to 42.8%. This figure means that Financial Literacy and Lifestyle simultaneously (together) influence Financial Management Behavior by 42.8%. Meanwhile, the remaining 57.2% is explained by other variables not included in this study.

4. Discussion

A. Financial Literacy influence on the Financial Management Behavior of Career Women in Pitu Riawa District

Financial Literacy has 4 main aspects, namely general knowledge about finance, savings and savings, insurance and investment. Individuals must have financial knowledge so that individuals have the ability to determine the goods/products to be used that suit their needs. With knowledge about financial literacy, we will also avoid financial problems, such as waste and even getting into debt due to excessive shopping.¹¹

¹¹ Haiyang Chen dan Ronald P. Volpe. "Analysis Of Personal Financial Literacy among College Student. Journal Of

In this research the author conducted an analysis of the Financial Literacy variable on Financial Management Behavior. The results of the analysis show that Financial Literacy (X1) has a significant effect on Financial Management Behavior partially. This is shown by the T Test table which has been carried out on the Financial Literacy variable (X1), the calculated t value is $4.563 > t \text{ table } 1.998$ and the sig value is $0.000 < 0.05$, so it can be concluded that Financial Literacy has a partial effect on Financial Management Behavior. H1 is accepted.

This data was taken from 64 respondents by each career woman in Pitu Riawa District by filling out a questionnaire with 28 statement items based on indicators of the Financial Literacy variable, namely knowledge, abilities, attitudes, beliefs. Based on these indicators, it is then made into a statement in the form of a research questionnaire.

Based on the respondents' answers, this strengthens the research results which state that the better the Financial Literacy of career women in Pitu Riawa District, the better their financial management behavior will be. A person who has good financial literacy will be able to make wise financial decisions, control expenses, set aside a portion of income for unexpected expenses and plan for the future so that this will make the individual wiser in managing his finances and aiming to face his old age.

This means that the high level of financial literacy possessed by an individual influences the individual's high ability to make decisions regarding responsible personal financial management based on the knowledge they possess.¹² The influence of financial literacy on financial management behavior can be caused by the level of education. Based on the demographics of the respondents, it is known that the education level of the majority of respondents is a bachelor's degree.

Financial Literacy It is a basic need for everyone to avoid financial problems, because financial difficulties can arise if errors occur in financial management. Financial Literacy is very important to avoid various financial problems in order to have a prosperous life. Having knowledge about financial literacy supported by knowledge of financial management means that a person's standard of living is expected to increase because no matter how high a person's education and income, without proper management, financial security will be difficult to achieve.

In a financial context, this means investing in financial education is important. Understanding how to manage money, plan expenses, and invest are important steps to ensure financial stability and avoid unnecessary debt. Awareness in Expenditures Financial literacy helps individuals understand the importance of managing expenses wisely. This verse teaches us to start every action by mentioning the name of Allah, which means every decision, including consumption decisions, must be made with awareness and responsibility. Understanding healthy consumption patterns that are in accordance with financial capabilities is part of good financial literacy. Excessive consumption and waste are not in accordance with Islamic teachings. With good financial literacy, a person can learn to differentiate between needs and wants, and avoid unproductive consumption patterns. This is in line with Islamic principles of simple living and moderation.

Basically, according to Salvatore, the consumption behavior of a person or household is always based on or oriented towards the principle or value of satisfaction. In addition, care and accuracy in spending income in purchasing consumer goods and services to achieve satisfaction is very necessary, even though satisfaction itself does not have a definite standard of measurement. This satisfaction certainly does not have any points of similarity between one individual and another individual or one household and another household. Utility is very subjective, meaning it depends on each individual or household that uses it. However, what is conventionally clear is that one of the main characteristics of a person's or a household's consumption behavior is satisfaction, both in the maximum and minimum sense.¹³

The results of this research prove that Financial Literacy influences Financial Management Behavior, which means that the more a person's financial literacy increases, the more it makes a significant contribution to achieving good financial management behavior. So the better Financial Literacy you have, the better your financial management behavior will be for career women.

This research is in line with research conducted by Ari Dwi Saputra stated that Financial Literacy had a positive and significant effect on Financial Management Behavior in accounting students at the Darul Ulum Lamongan Islamic University and the Bojonegoro Scholars College of Economics. The influence of Financial Literacy on Financial Management Behavior, the significance value is smaller than 0.05, so the Financial Literacy variable has a significant effect on Financial Management Behavior. This is because respondents already have knowledge and understanding and respond well to financial management, and are able to make

financial decisions with more mature financial planning.¹⁴

B. Lifestyle has no effect on Financial Management Behavior

Lifestyle patterns are formed from several factors that can influence a person's lifestyle pattern, namely factors originating from oneself (internal) and factors originating from outside (external). There are several things that can be used as a reference for measuring lifestyle patterns, including views. Someone regarding branded goods, lifestyle around hanging out, someone's pattern of following the latest trends and fashions.¹⁵

The results in this research show that Lifestyle (X2) has a significant negative effect on Financial Management Behavior (Y). This is proven by the negative path coefficient value of $-5.063 < t$ table 1.998 and the sig value of $0.000 < 0.05$, thus indicating that lifestyle has a significant negative effect on financial behavior, meaning that a career woman's lifestyle does not influence her financial management behavior. This can be explained by the research results that the lifestyle of career women is classified as a hedonic lifestyle. Respondents among career women in their daily lives position Lifestyle as their main priority, such as liking to buy branded goods and following the latest fashion trends and they think that using expensive products will increase their level of self-confidence, so respondents prioritize lifestyle in their daily lives, apart from that. to do hobbies, holidays are normal things to do.

The results from respondents show that the lifestyle that has an impact on this research leads to a hedonistic lifestyle so that it is not in accordance with financial behavioral theory. The financial management behavior of career women tends to be more towards consumptive behavior where career women tend to use their money for purposes that are not that important. If career women tend to lead a hedonistic lifestyle and have consumerist behavior, they will experience losses in their financial management behavior so that they will not be effective in spending their money.

This can mean that someone who has a bad lifestyle pattern does not necessarily have good financial management behavior. Likewise, if someone has a good lifestyle pattern, it does not necessarily mean they have bad financial management behavior. Someone with a luxurious lifestyle, such as spending their free time hanging out with friends or hanging out just for updates on social media or not, will still engage in financial management behavior. It can be said that someone will continue to save and evaluate expenses even if their lifestyle is luxurious or not.

From the results of this research, it is concluded that Lifestyle (X2) has a significant negative effect on the Financial Management Behavior (Y) of career women in Pitu Riawa District. Thus, the higher a person's Lifestyle, the lower their Financial Management Behavior will be. The reason why career women's Financial Management Behavior is not good is due to lifestyle factors, including the social environment, to be accepted in their social environment, someone will try to create the same standard of living as the people around them. For humans who are used to living socially, there will definitely come a point when their basic needs have been met, and they want to receive recognition from other people. Wanting to be appreciated, given attention to one's existence and this self-recognition will lead to a bad lifestyle attitude.

Nowadays, many women have followed the lifestyle of developed countries and no longer pay attention to the lifestyle of their own country, so they have poor financial management behavior. The lifestyle of career women here has an important role in contributing to financial management behavior, because with a person's good lifestyle, he will use all his money according to his needs. So that he can avoid excessive financial management behavior due to a wasteful lifestyle that only prioritizes pleasure and does not think about needs that must be met. Thus, if someone gives a positive perception of their attitude, the better their behavior will be. Therefore, if it is related to a person's financial management behavior, someone who gives a good perception of their financial management behavior means that individual can carry out wise and responsible financial management behavior.

This research shows that a person's lifestyle is controlled by himself, where each individual has several factors that contribute to his lifestyle, such as activities, interests, views of himself and others, as well as basic characteristics of himself. In this research, these factors are related to a person's financial management behavior.

This research is in line with research conducted by Ayuga Luni Amita Sari and Sawidji Widodoatmodjo which stated that lifestyle does not have a significant effect on financial management behavior. Shown through the original sample of 0.008, t-statistics 0.092, and p-values 0.927. Whether a person's lifestyle is high

¹⁴ Audina Martha Chiristantri, "Pengaruh Pengalaman Keuangan, Pola Gaya Hidup, Pada Toleransi Risiko terhadap Perilaku Pengelolaan Keuangan Guru SMA sederajat", (2020).

¹⁵ Ari Dwi Saputra, Pengaruh Financial Literacy dan Financial Attitude Terhadap Financial Management Behavior (Studi Pada Mahasiswa Jurusan Akuntansi Unisda Dan Stiekiea), (2021).

or low does not guarantee good or bad financial management. Supporting factors for individuals in limiting their lifestyle come from internal factors and external factors. Individuals can buy basic necessities first to manage their finances well in order to benefit from their finances. Evaluation of product value can also be carried out so that savings calculations can be realized.¹⁶

C. Financial Literacy and Lifestyle influence the Financial Management Behavior of Career Women in Pitu Riawa District

Based on the results of data testing and analysis that has been carried out using SPSS 26, a discussion will then be carried out regarding data analysis regarding the influence of variables X1 (independent) Financial Literacy and X2 (independent) Lifestyle on variable Y (dependent) Financial Management Behavior for Career Women.

From the results of hypothesis testing using multiple linear regression analysis on the Financial Literacy variable, results were obtained with a calculated f value of $22.809 > F$ table 3.15 with a sig of $0.000 < 0.05$, so it was concluded that Financial Literacy and Lifestyle had a simultaneous influence on Financial Management Behavior.

5. Conclusion

This research was conducted with the aim of finding out the influence of Financial Literacy and Lifestyle on the Financial Management Behavior of Career Women in Pitu Riawa District. Based on the research results and discussions that have been discussed, the following conclusions can be drawn:

1. *Financial Literacy* has a positive and significant effect on the Financial Management Behavior of Career Women based on X1 (β_1) of 0.174 . This can also be seen from the calculated t value of $4.563 > t$ table 1.998 and the sig value of $0.000 < 0.05$, so it can be concluded that Financial Literacy influences Financial Management Behavior.
2. *Lifestyle* has a negative effect on the Financial Management Behavior of Career Women based on X2 (β_2) of -0.211 . This can also be seen from the calculated t value $-5.063 < t$ table 1.998 and the sig value is $0.000 < 0.05$, it can be concluded that Lifestyle has no effect on Financial Management Behavior.
3. *Financial Literacy* and Lifestyle influence Financial Management Behavior simultaneously. This can be seen from the calculated F value $22,809 > F$ table 3.15 with sig $0.000 < 0.05$, it becomes clearer that Financial Literacy and Lifestyle simultaneously influence Financial Management Behavior.

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