

**PENGARUH FINANCIAL SOCIALIZATION  
TERHADAP FINANCIAL LITERACY  
(Studi pada Peserta Sosialisasi Transaksi Tanpa  
Ribet dengan QRIS di Indonesia)**

**SKRIPSI**

Diajukan Untuk Memenuhi Salah Satu Syarat  
Menempuh Ujian Sidang Sarjana Pendidikan  
Program Studi Pendidikan Bisnis



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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
2023**

**PENGARUH FINANCIAL SOCIALIZATION  
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**(Studi pada Peserta Sosialisasi Transaksi Tanpa Ribet  
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Oleh:  
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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## LEMBAR PENGESAHAN

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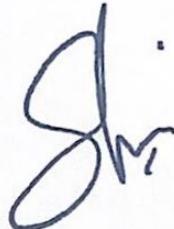
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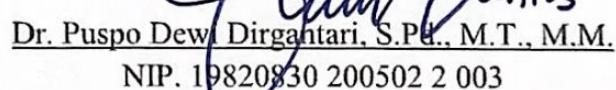
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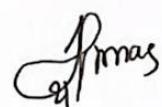
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## **PERNYATAAN KEASLIAN ISI SKRIPSI**

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Financial Socialization terhadap Financial Literacy (Studi pada Peserta Sosialisasi Transaksi Tanpa Ribet dengan QRIS di Indonesia)**” ini beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan ilmiah yang berlaku dalam masyarakat.

Atas pernyataan ini, saya siap menanggung resiko atau sanksi yang dijatuhkan kepada saya apabila di kemudian hari adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi yang telah saya buat ini.

Bandung, Agustus 2023

Yang membuat pernyataan



A handwritten signature in black ink, appearing to read "Afifah Sholihah".

Siti Afifah Sholihah  
1804231

## ABSTRAK

Siti Afifah Sholihah (1804231), “**Pengaruh *Financial Socialization* terhadap *Financial Literacy* (Studi pada Peserta Sosialisasi Transaksi Tanpa Ribet dengan QRIS di Indonesia)**”. Dibawah bimbingan Dr. H. Ahim Surachim, M.Pd., M.Si; D. Bambang Widjajanta, M.M. dan Sulastri, S.Pd., M.Stat., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh *financial socialization* terhadap *financial literacy*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif, serta metode yang digunakan *explanatory survey* dengan teknik *simple random sampling* dengan jumlah responden sebanyak 92 responden dengan objek penelitian yaitu Peserta Sosialisasi Transaksi Tanpa Ribet dengan QRIS di Indonesia. Teknik analisis yang digunakan adalah Regresi Linier Sederhana dengan alat bantu program IBM SPSS AMOS versi 25.0 for Windows. Hasil temuan yang diperoleh pada penelitian ini menunjukkan *financial socialization* berpengaruh terhadap *financial literacy*. Berdasarkan hasil penelitian ini dapat disimpulkan bahwa semakin tinggi *financial socialization* maka akan semakin meningkat *financial literacy* pada peserta Sosialisasi Transaksi Tanpa Ribet dengan QRIS di Indonesia.

**Kata Kunci:** *financial socialization*, *financial literacy*, QRIS

## ***ABSTRACT***

Siti Afifah Sholihah (1804231), "The Effect of Financial Socialization on Financial Literacy (Study on Participants in the Socialization of No-Hassle Transactions with QRIS in Indonesia)". Under the guidance of Dr. H. Ahim Surachim, M.Pd., M.Si; D. Bambang Widjajanta, M.M. and Sulastri, S.Pd., M.Stat., M.M.

*This study aims to determine the effect of financial socialization on financial literacy. The type of research used is descriptive and verification, and the method used is explanatory survey with simple random sampling technique with 92 respondents with the object of research, namely Participants in the Socialization of Transactions Without Hassle with QRIS in Indonesia. The analysis technique used is Simple Linear Regression with the IBM SPSS AMOS program tool version 25.0 for Windows. The findings obtained in this study indicate that financial socialization has an effect on financial literacy. Based on the results of this study, it can be concluded that the higher the financial socialization, the more financial literacy will increase for participants in the Socialization of Transactions Without Hassle with QRIS in Indonesia.*

***Keywords:*** financial socialization, financial literacy, QRIS

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Penulis menyadari penulisan dalam skripsi ini masih memiliki kekurangan, apabila terdapat kesalahan dalam penulisan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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## DAFTAR ISI

|  |            |
|--|------------|
| <b>ABSTRAK .....</b>   | <b>i</b>   |
| <b>ABSTRACT .....</b>  | <b>ii</b>  |
| <b>UCAPAN TERIMA KASIH .....</b>   | <b>iii</b> |
| <b>KATA PENGANTAR.....</b>   | <b>v</b>   |
| <b>DAFTAR ISI.....</b>   | <b>vi</b>  |
| <b>DAFTAR TABEL .....</b>  | <b>ix</b>  |
| <b>DAFTAR GAMBAR.....</b>  | <b>xi</b>  |
| <b>BAB I PENDAHULUAN.....</b>  | <b>1</b>   |
| 1.1 Latar Belakang Penelitian .....  | 1          |
| 1.2 Rumusan Masalah .....  | 7          |
| 1.3 Tujuan Penelitian .....  | 7          |
| 1.4 Kegunaan Penelitian .....  | 7          |
| <b>BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS.....</b>                             | <b>9</b>   |
| 2.1 Kajian Pustaka .....   | 9          |
| 2.1.1 <i>Financial Socialization</i> .....   | 9          |
| 2.1.1.1 Gambaran <i>Financial Socialization</i> dalam<br><i>Theory of Planned Behavior</i> ..... | 9          |
| 2.1.1.2 Definisi <i>Financial Socialization</i> .....  | 11         |
| 2.1.1.3 Dimensi <i>Financial Socialization</i> .....   | 12         |
| 2.1.1.4 Model <i>Financial Socialization</i> .....   | 15         |
| 2.1.2 <i>Financial Literacy</i> .....  | 15         |
| 2.1.2.1 Gambaran <i>Financial Literacy</i> dalam<br><i>Theory of Planned Behavior</i> .....      | 15         |
| 2.1.2.2 Definisi <i>Financial Literacy</i> .....   | 16         |
| 2.1.2.3 Dimensi <i>Financial Literacy</i> .....  | 18         |
| 2.1.2.4 Manfaat <i>Financial Literacy</i> .....  | 19         |
| 2.1.2.5 Tingkat <i>Financial Literacy</i> .....  | 20         |
| 2.1.2.6 Model <i>Financial Literacy</i> .....  | 21         |
| 2.1.3 Pengaruh <i>Financial Socialization</i> terhadap <i>Financial Literacy</i> .....           | 21         |
| 2.1.4 Penelitian Terdahulu.....  | 24         |
| 2.2 Kerangka Pemikiran.....  | 26         |
| 2.3 Hipotesis .....  | 30         |
| <b>BAB III OBJEK DAN METODOLOGI PENELITIAN .....</b>   | <b>31</b>  |

Siti Afifah Sholihah, 2023

**PENGARUH FINANCIAL SOCIALIZATION TERHADAP FINANCIAL LITERACY (STUDI PADA PESERTA SOSIALISASI TRANSAKSI TANPA RIBET DENGAN QRIS DI INDONESIA)**

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|   |           |
|---|-----------|
| 3.1 Objek Penelitian.....   | 31        |
| 3.2 Metode Penelitian .....   | 31        |
| 3.2.1 Jenis Penelitian dan Metode yang Digunakan .....  | 31        |
| 3.2.2 Operasional Variabel .....  | 32        |
| 3.2.3 Sumber Data dan Cara Penentuan Data.....  | 36        |
| 3.2.4 Populasi, Sampel dan Teknik Sampel.....   | 37        |
| 3.2.4.1 Populasi.....   | 37        |
| 3.2.4.2 Sampel.....   | 38        |
| 3.2.4.3 Teknik Penarikan Sampel .....   | 39        |
| 3.3 Teknik Pengumpulan Data.....  | 40        |
| 3.4 Pengujian Validitas dan Reliabilitas .....  | 40        |
| 3.4.1 Hasil Pengujian Validitas .....   | 40        |
| 3.4.2 Hasil Pengujian Reliabilitas .....  | 44        |
| 3.5 Teknik Analisis Data.....   | 46        |
| 3.5.1 Teknik Analisis Data Deskriptif .....   | 47        |
| 3.5.2 Teknik Analisis Data Verifikatif .....  | 49        |
| 3.5.3 Analisis Regresi Linier Sederhana .....   | 51        |
| 3.5.4 Pengujian Hipotesis.....  | 52        |
| <b>BAB IV HASIL PENELITIAN.....</b>   | <b>55</b> |
| 4.1 Hasil Penelitian .....  | 55        |
| 4.1.1 Karakteristik Responden.....  | 55        |
| 4.1.1.1 Karakteristik Responden Berdasarkan Jenis Kelamin .....   | 55        |
| 4.1.1.2 Karakteristik Responden Berdasarkan Usia.....   | 55        |
| 4.1.1.3 Karakteristik Responden Berdasarkan Status .....  | 56        |
| 4.1.1.4 Karakteristik Responden Berdasarkan Pendidikan Terakhir .....   | 57        |
| 4.1.1.5 Karakteristik Responden Berdasarkan Rata-rata Penghasilan<br>dan Uang Saku per bulan .....                                  | 57        |
| 4.1.1.6 Karakteristik Responden Berdasarkan Pengalaman Mengikuti<br>Sosialisasi Keuangan.....                                       | 59        |
| 4.1.1.7 Karakteristik Responden Berdasarkan Cara Memperoleh Informasi<br>Terkait Sosialisasi Transaksi Tanpa Ribet dengan QRIS..... | 59        |
| 4.1.1.8 Karakteristik Responden Berdasarkan Alasan Mengikuti Sosialisasi<br>Transaksi Tanpa Ribet dengan QRIS .....                 | 60        |
| 4.2 Hasil Pengolahan Deskriptif .....   | 60        |
| 4.2.1 Rekapitulasi Tanggapan Responden Mengenai Variabel <i>Financial<br/>Socialization</i> .....                                   | 60        |

|  |            |
|--|------------|
| 4.2.1.1 Tanggapan Responden Pada Dimensi <i>Discussion with Parents</i> .....                        | 62         |
| 4.2.1.2 Tanggapan Responden Pada Dimensi <i>Discussion with Peers</i> .....                          | 64         |
| 4.2.1.3 Tanggapan Responden Pada Dimensi <i>Discussion with Teachers</i> .....                       | 65         |
| 4.2.1.4 Tanggapan Responden Pada Dimensi <i>Observing Parents</i> .....                              | 67         |
| 4.2.1.5 Tanggapan Responden Pada Dimensi <i>Observing Peers</i> .....                                | 67         |
| 4.2.1.6 Tanggapan Responden Pada Dimensi <i>Observing Teachers</i> .....                             | 68         |
| 4.2.2 Rekapitulasi Tanggapan Responden Mengenai Variabel<br><i>Financial Literacy</i> .....          | 69         |
| 4.2.2.1 Tanggapan Responden Pada Dimensi Pengetahuan Keuangan .....                                  | 71         |
| 4.2.2.2 Tanggapan Responden Pada Dimensi Sikap Keuangan.....   | 72         |
| 4.2.2.3 Tanggapan Responden Pada Dimensi Perilaku Keuangan .....                                     | 74         |
| 4.3 Hasil Pengujian Verifikatif .....  | 75         |
| 4.3.1 Uji Asumsi Klasik.....   | 75         |
| 4.3.1.1 Pengujian Normalitas.....  | 75         |
| 4.3.1.2 Pengujian Linearitas.....  | 77         |
| 4.3.1.3 Uji Diagram Pencar.....  | 78         |
| 4.3.2 Analisis Regresi Linier Sederhana.....   | 79         |
| 4.3.4 Pengujian Hipotesis .....  | 80         |
| 4.4 Pembahasan Hasil Penelitian .....  | 82         |
| 4.4.1 Pembahasan <i>Financial Socialization</i> .....  | 82         |
| 4.4.2 Pembahasan <i>Financial Literacy</i> .....   | 84         |
| 4.4.3 Pembahasan Pengaruh <i>Financial Socialization</i> terhadap<br><i>Financial Literacy</i> ..... | 85         |
| 4.5 Implikasi Penelitian .....   | 87         |
| 4.5.1 Temuan Penelitian Bersifat Teoritis .....  | 87         |
| 4.5.2 Temuan Penelitian Bersifat Empiris .....   | 87         |
| 4.5.3 Implikasi Penelitian Terhadap Pendidikan Bisnis .....  | 88         |
| <b>BAB V KESIMPULAN DAN REKOMENDASI .....</b>  | <b>90</b>  |
| 5.1 Kesimpulan .....   | 90         |
| 5.2 Rekomendasi.....   | 91         |
| <b>DAFTAR PUSTAKA.....</b>   | <b>93</b>  |
| <b>LAMPIRAN.....</b>   | <b>105</b> |

## DAFTAR TABEL

| <b>No.<br/>Tabel</b> | <b>Judul</b>   | <b>Hal</b> |
|----------------------|--|------------|
| 2.1                  | Definisi <i>Financial Socialization</i> Menurut Para Ahli .....  | 11         |
| 2.2                  | Definisi <i>Financial Literacy</i> Menurut Para Ahli .....   | 17         |
| 2.3                  | Penelitian Terdahulu .....   | 24         |
| 3.1                  | Operasionalisasi Variabel.....   | 32         |
| 3.2                  | Sumber Pengumpulan Data.....   | 37         |
| 3.3                  | Jumlah Peserta Sosialisasi Transaksi Tanpa Ribet<br>Dengan QRIS .....  | 38         |
| 3.4                  | Hasil Uji Validitas Variabel <i>Financial Socialization</i> .....  | 42         |
| 3.5                  | Hasil Uji Validitas Variabel <i>Financial Literacy</i> .....   | 43         |
| 3.6                  | Hasil Pengujian Reliabilitas .....   | 45         |
| 3.7                  | Skor Alternatif.....   | 47         |
| 3.8                  | Kriteria Penafsiran Hasil Perhitungan Responden .....  | 47         |
| 3.9                  | Analisis Deskriptif .....  | 48         |
| 4.1                  | Karakteristik Responden Berdasarkan Jenis Kelamin .....  | 55         |
| 4.2                  | Karakteristik Responden Berdasarkan Usia.....  | 56         |
| 4.3                  | Karakteristik Responden Berdasarkan Status .....   | 56         |
| 4.4                  | Karakteristik Responden Berdasarkan Pendidikan Terakhir .....  | 57         |
| 4.5                  | Karakteristik Responden Yang Sudah Berkerja<br>Berdasarkan Rata-Rata Penghasilan Perbulan .....  | 58         |
| 4.6                  | Karakteristik Responden Pelajar/Mahasiswa<br>Berdasarkan Rata-Rata Uang Saku Per Bulan .....   | 58         |
| 4.7                  | Karakteristik Berdasarkan Pengalaman Mengikuti Sosialisasi<br>Keuangan.....  | 59         |
| 4.8                  | Karakteristik Responden Berdasarkan Cara Memperoleh<br>Informasi Terkait Sosialisasi Transaksi Tanpa Ribet<br>Dengan QRIS .....                              | 59         |
| 4.9                  | Karakteristik Responden Berdasarkan Alasan Mengikuti<br>Sosialisasi Transaksi Tanpa Ribet Dengan QRIS .....  | 60         |
| 4.10                 | Rekapitulasi Tanggapan Responden Mengenai <i>Financial<br/>Socialization</i> Pada Peserta Sosialisasi Transaksi Tanpa Ribet<br>Dengan QRIS Di Indonesia..... | 61         |
| 4.11                 | Tanggapan Responden Pada Dimensi<br><i>Discussions With Parents</i> .....  | 63         |
| 4.12                 | Tanggapan Responden Pada Dimensi <i>Discussions With Peers</i> ....  | 64         |

|      |   |    |
|------|---|----|
| 4.13 | Tanggapan Responden Pada Dimensi<br><i>Discussions With Teachers</i> .....  | 65 |
| 4.14 | Tanggapan Responden Pada Dimensi <i>Observing Parents</i> .....   | 67 |
| 4.15 | Tanggapan Responden Pada Dimensi <i>Observing Peers</i> .....   | 68 |
| 4.16 | Tanggapan Responden Pada Dimensi <i>Observing Teachers</i> .....  | 68 |
| 4.17 | Rekapitulasi Tanggapan Responden Mengenai<br><i>Financial Literacy</i> Pada Peserta Sosialisasi Transaksi<br>Tanpa Ribet Dengan QRIS Di Indonesia ..... | 69 |
| 4.18 | Tanggapan Responden Pada Dimensi Pengetahuan Keuangan ....  | 71 |
| 4.19 | Tanggapan Responden Pada Dimensi Sikap Keuangan.....  | 73 |
| 4.20 | Tanggapan Responden Pada Dimensi Perilaku Keuangan .....  | 74 |
| 4.21 | Uji Kolgomorov Smirnov .....  | 77 |
| 4.22 | Uji Linearitas.....   | 77 |
| 4.23 | Uji Regresi Linier Sederhana .....  | 79 |
| 4.24 | Hasil Hipotesis Uji F.....  | 80 |
| 4.25 | Hasil Uji T.....  | 81 |

## DAFTAR GAMBAR

| No.<br>Gambar | Judul  | Hal |
|---------------|--|-----|
| 1.1           | Tingkat <i>Financial Literacy</i> Tahun 2022 Berdasarkan Sektor Jasa Keuangan.....           | 2   |
| 1.2           | Metode Pembayaran Yang Paling Banyak Digunakan di Indonesia .....                            | 4   |
| 2.1           | <i>Theory Of Planned Behavior</i> .....  | 10  |
| 2.2           | <i>Model Of Financial Socialization</i> .....  | 15  |
| 2.3           | <i>Model Of Financial Literacy</i> .....   | 21  |
| 2.4           | Kerangka Pemikiran <i>Financial Socialization</i> terhadap <i>Financial Literacy</i> .....   | 29  |
| 2.5           | Paradigma Penelitian.....  | 30  |
| 3.1           | Garis Kontinum Penelitian <i>Financial Socialization</i> dan <i>Financial Literacy</i> ..... | 49  |
| 4.1           | Garis Kontinum Variabel <i>Financial Socialization</i> .....                                 | 62  |
| 4.2           | Garis Kontinum Variabel <i>Financial Literacy</i> .....                                      | 70  |
| 4.3           | <i>Output Normalitas Pengaruh Financial Socialization terhadap Financial Literacy</i> .....  | 76  |
| 4.4           | Diagram Pencar <i>Financial Socialization</i> terhadap <i>Financial Literacy</i> .....       | 78  |

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### **Buku:**

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