

**PENGARUH *FINANCIAL ATTITUDE* DAN *FINANCIAL BEHAVIOR*
TERHADAP *FINANCIAL WELL-BEING*
(Survei pada Generasi Milenial di Jawa Barat)**



SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar sarjana
pada Program Studi Pendidikan Bisnis

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**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

Diva Amanda Putri, 2025
Universitas Pendidikan Indonesia
Agustus 2025

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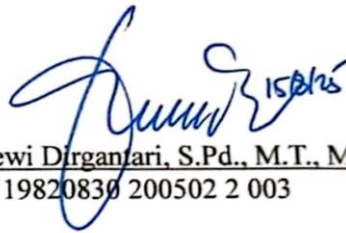
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PERNYATAAN KEASLIAN SKRIPSI

Dengan demikian penulis menyatakan bahwa penelitian skripsi yang berjudul “Pengaruh *Financial Attitude* dan *Financial Behavior* Terhadap *Financial Well-Being* (Survei Pada Generasi Milenial di Jawa Barat)” dan semua item di dalamnya adalah karya penulis sendiri. Tidak ada pemalsuan atau referensi dalam perilaku yang bertentangan dengan moral logis yang sesuai.

Atas pernyataan tersebut, penulis bersedia menanggung risiko dan persetujuan yang diajukan kepada penulis apabila di kemudian hari terdapat pelanggaran moral logika dalam karya penulis atau adanya klaim dari berbagai kalangan tentang keabsahan karya yang telah penulis buat.

Bandung, 10 Agustus 2025



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ABSTRAK

Diva Amanda Putru (2107275) “**Pengaruh *Financial Attitude* dan *Financial Behavior* Terhadap *Financial Well-Being* (Survei pada Generasi Milenial di Jawa Barat)**” di bawah bimbingan Dr. Imas Purnamasari, S.Pd., M.M dan Dr. Sulastri, S.Pd., M.Stat., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *financial attitude* dan *financial behavior*, terhadap *financial well-being* pada generasi milenial di Jawa Barat. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dan metode verifikatif dengan unit analisis yakni generasi milenial di Jawa Barat dengan jumlah populasi 12,6 juta jiwa dan sampel diperoleh sebanyak 400 responden menggunakan *purposive sampling*. Data diolah dengan menggunakan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa *financial attitude* dan *financial behavior* berpengaruh signifikan dan positif terhadap *financial well-being*. Implikasi dari penelitian ini adalah bahwa peningkatan sikap keuangan dan perilaku mengelola keuangan yang positif mendukung penguatan kesejahteraan finansial individu. Selain itu, hasil penelitian ini juga dapat menjadi dasar bagi lembaga pendidikan dan industri keuangan untuk mengembangkan program edukasi dan layanan yang mendukung penguatan terkait sikap keuangan dan perilaku keuangan yang lebih positif. Dengan memahami dinamika tersebut, generasi milenial khususnya di Jawa Barat dapat meningkatkan kesejahteraan finansialnya.

Kata Kunci : *Financial Attitude, Financial Behavior, Financial Well-Being*

ABSTRACT

Diva Amanda Putri (2107572) *"The Influence of Financial Attitude and Financial Behavior on Financial Well-Being (Survey of Millennial Generation in West Java)"* under the guidance of Dr. Imas Purnamasari, S.Pd., M.M., and Dr. Sulastri, S.Pd., M.Stat., M.M.

This study aims to analyze the influence of financial attitude and financial behavior on financial well-being among millennials in West Java. The research methods used in this study are descriptive and verifiable methods, with the unit of analysis being the millennial generation in West Java, with a population of 12.6 million people. A sample of 400 respondents was obtained using purposive. Data were analyzed using multiple linear regression. The results of the study indicate that financial attitude and financial behavior have a significant and positive influence on financial well-being. The implications of this study are that improving positive financial attitudes and financial management behaviors support the strengthening of individual financial well-being. Additionally, the results of this study can serve as a basis for educational institutions and the financial industry to develop educational programs and services that support the strengthening of positive financial attitudes and behaviors. By understanding these dynamics, the millennial generation, particularly in West Java, can improve their financial well-being.

Keywords : *Financial Attitude, Financial Behavior, Financial Well-Being*

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