

ABSTRACT

**THE EFFECT OF FINANCIAL ATTITUDE, FINANCIAL LITERACY,
FINANCIAL SOCIALIZATION AGENTS, AND CHILDHOOD
CONSUMER EXPERIENCE ON FINANCIAL SATISFACTION
(Study of Institute of Informatics and Business Darmajaya, Faculty of
Economics and Business)**

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Everyone wants to achieve satisfaction and happiness in life. The happiness of living in the world can be indicated in a variety of different sizes depending on each individual. One way that can be done to achieve this is through the achievement of financial satisfaction. The purpose of this study was to determine the effect of financial attitude, financial literacy, financial socialization agents, and childhood consumer experience on financial satisfaction. The population of this study was the Management Study Program Students of the Faculty of Economics and Business, Institute of Informatics and Business Darmajaya. The result of this study found that financial attitude, financial literacy, financial socialization agents, and childhood consumer experience simultaneously affected financial satisfaction.

Keywords: Financial Attitude, Financial Literacy, Financial Socialization Agents, and Childhood Consumer Experience

ABSTRAK

PENGARUH *FINANCIAL ATTITUDE*, *FINANCIAL LITERACY*, *FINANCIAL SOCIALIZATION AGENTS*, DAN *CHILDHOOD CONSUMER EXPERIENCE* TERHADAP *FINANCIAL SATISFACTION*

**(Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Institut Informatika
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Setiap orang ingin mencapai kepuasan dan kebahagiaan di dalam hidup. Kebahagiaan hidup di dunia dapat diindikasikan pada berbagai macam ukuran yang berbeda tergantung pada setiap individu. Salah satu cara yang dapat dilakukan untuk mencapai hal tersebut adalah melalui tercapainya kepuasan keuangan (*financial satisfaction*). Penelitian ini bertujuan untuk mengetahui pengaruh *financial attitude*, *financial literacy*, *financial socialization agents*, dan *childhood consumer experience* terhadap *financial satisfaction*. Populasi penelitian ini adalah Mahasiswa Program Studi S1 Manajemen Fakultas Ekonomi dan Bisnis Institut Informatika dan Bisnis Darmajaya. Hasil penelitian menunjukkan bahwa variabel *financial attitude*, *financial literacy*, *financial socialization agents*, dan *childhood consumer experience* berpengaruh secara simultan terhadap *financial satisfaction*.

Kata kunci: *financial attitude*, *financial literacy*, *financial socialization agents*, dan *childhood consumer experience*