THE INFLUENCE OF DIGITAL FINANCIAL LITERACY AND THE USE OF FINANCIAL TECHNOLOGY TOWARDS FINANCIAL SATISFACTION THROUGH FINANCIAL BEHAVIOR.

By

Patricia Kiarra Adelaide

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SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Patricia Kiarra Adelaide
_____
Student

June 19, 2023
_____
Date

Approved by:

Dr. Antonius TP Siahaan, SE., Akt. M.M.
_____
Thesis Advisor

June 19, 2023
_____
Date

Dr. Ir. Yosman Bustaman, M.B.A.
_____
Dean of Faculty of Business and Communications

June 19, 2023
_____
Date

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ABSTRACT

THE INFLUENCE OF DIGITAL FINANCIAL LITERACY AND THE USE OF FINANCIAL TECHNOLOGY TOWARDS FINANCIAL SATISFACTION THROUGH FINANCIAL BEHAVIOR.

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Patricia Kiarra Adelaide

Dr. Antonius TP Siahaan, SE. Akt. MM., Advisor

SWISS GERMAN UNIVERSITY

The current digital age has triggered an increased usage of financial technology that affects consumerism culture, while the overall digital financial literacy remains low. Previous literature suggested a significant relationship between these two variables towards the behavioral finance of fintech users and how it can have an effect on a person's satisfactory level on their own personal finance. Thus, this study is conducted to analyze the influence of digital financial literacy and financial technology towards financial satisfaction through financial behavior. Furthermore, there is limited literature related to digital financial literacy and contradictory results regarding the relationship between fintech and financial behavior. To accomplish the objective of this study, multiple regression analysis was conducted, which analyzed the relationship between the independent variables (DFL and FT), the intervening variable (FB), toward the dependent variable (FS). As a result, four out of five hypotheses were accepted; only the relationship between DFL and FS was not supported.

Keywords: Digital Financial Literacy, Financial Technology, Financial Behavior, Financial Satisfaction.

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DEDICATION

I dedicate this work to my parents, Mr. Ir. Iwan Ngadianto and Mrs. Trifina Thaib.

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