HOLISTICA Vol 14, Issue 2, 2023, pp.97-115 DOI:10.2478/hjbpa-2023-0018

THE ROLE OF DIGITAL FINANCE, FINANCIAL LITERACY, AND LIFESTYLE ON FINANCIAL BEHAVIOUR

Mirza Hedismarlina YUNELINE[1]*
Maria Firnandya Christian ROSANTI[2]

Received: April 2023 | Accepted: November 2023 | Published: December 2023
Please cite this paper as Yuneline, M.H. & Rosanti, M.F.C. (2023) The Role of Digital Finance, Financial Literacy, and Lifestyle on Financial Behaviour, *Holistica Journal of Business and Public Administration*, Vol. 14, Iss. 2, pp.97-115

Abstract

The development of technology and information provides convenience and many choices in making financial decisions. Many new and diverse financial products require people to have a better understanding of the process of using them. This is supported by financial literacy and an understanding of managing finances to avoid bad financial decisions. Technology adoption also leads to a rigorous lifestyle that makes them use digital services as a quick and useful tool for their activities. This study aims to examine the role of digital finance, financial literacy, and lifestyle on student's financial behavior. This study used descriptive and verification method with a quantitative approach. The primary data was collected through questionnaires from student respondents in Bandung, West Java, Indonesia. The results of this study indicate that partially the use of digital finance has a insignificant effect on financial behaviour, but financial literacy and lifestyle has a positive significant effect on financial behaviour. Simultaneously digital finance, financial literacy, and lifestyle have a significant effect on students' financial behavior. The study showed that the use of digital finance is only for transaction benefit not for behavioral change. It is expected to create awareness of their investment products and develop their application into more secure products in changing financial behavior.

Keywords: Digital Finance; Financial Literacy; Lifestyle; Financial Behavior

1. Introduction

The transformation of financial business operations was contributed by the evolution of Information and Communication Technology (Ramli & Hamzah, 2021). The unlimited number of applications available drives consumer behavior to shift from traditional

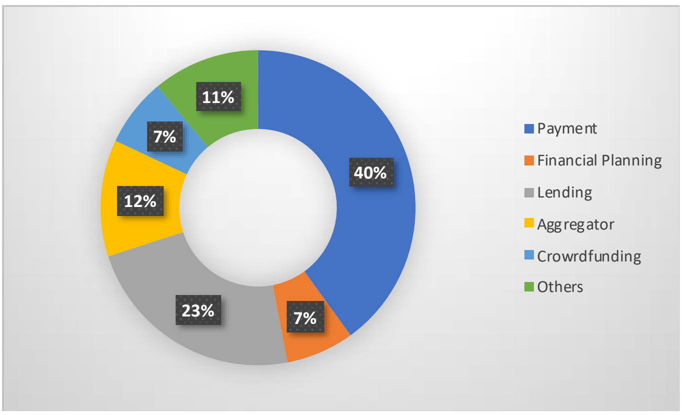
[1] *Sekolah Tinggi Ilmu Ekonomi Ekuitas, Jl. PHH Mustopha No. 31, Bandung, Indonesia, mirza.yuneline@ekuitas.ac.id*
** Corresponding author*
[2] *Sekolah Tinggi Ilmu Ekonomi Ekuitas, Jl. PHH Mustopha No. 31, Bandung, Indonesia, imfirnandya.9@gmail.com*

routines to digital transactions, from cash-based payment to electronic-based payment. Electronic-based transactions began to develop rapidly. In the payment process, they have started to use information technology in the form of smartphones. Consumers can carry out financial transactions, trade, and services in a wide range as long as there is a mobile phone and internet network.

Referring to Putri, et.al (2017) and Kumari & Khanna (2017), digital finance was changing society's behavior to obliterate the use of physical money and shifting to electronic-based payment. Digital Finance can provide new streams of revenue, make offers, target sales, and improve customer service. Digital Finance is one of the most important innovations in the fast-growing financial industry accompanied by advances in information technology. Digital Finance is considered one way to improve financial services' quality, cost saving, and create financial conditions diversity.

The development of technology and information provides convenience and many choices in making financial decisions. Many new and diverse financial products require people to have a better understanding of the process of using them. This is supported by financial literacy and an understanding of managing finances to avoid bad financial decisions. Financial behavior is an attempt to see a person's ability to make a decision.

Figure 1 Percentage of Indonesian Digital Finance by Business Sector



Source: databoks.katadata.co.id., 2017

The use of digital finance is one of the important decisions in conducting financial transactions every day. The growth of various online-based services and products is a trigger for changes in the payment process. Now changes in transactions are increasingly digitized. The number of transactions using digital finance is predicted to continue to grow with the largest percentage in payments at 40%. The loan business sector is the second largest percentage in the use of fintech at 22%. Followed by the aggregator business sector by 12% with the third position percentage in the use of fintech. Planning and crowdfunding in the use of fintech have the same percentage of 7%. While the other 11%

is supported by the business sector outside of payments, aggregators, planning, and crowdfunding (databoks.katadata.co.id, 2017).

Prosperous individuals certainly have the knowledge, skills, and confidence in decisions in managing finances. Referring to Financial Services Authority (2019), the index of Indonesian financial literacy as 38.03% and the index of Indonesian financial inclusion as 76.19%. Comparing to the last 3 years survey, the numbers showed increased around 8%. Skills, knowledge, and beliefs influenced the attitudes and behaviour in order to improve the decision-making quality and financial management to gain prosperity. The highest level of education in filling out the survey is 44.68% at the high school level with the largest age group of respondents being 37.73% at the age of 36-50 years and 24.26% at the age of 26-35 years.

Technology has become the main driver to promote financial inclusion commercially in a viable manner. The revolution of financial services has taken place all over the world supported by mobile phones, technological innovation, and changes in customers' mindsets. Some countries have already taken benefit from financial digital services as development tools to support inclusive economic growth and reduce income inequalities.

The percentage of respondents referred to the largest financial services sector is in the banking sector as 36.12%, insurance as 19.40%, pawnshops as 17.81%, financial institutions as 15.17%, pension funds as 14.13%, the capital market as4.92% and Microfinance Institutions as 0.85%. One of the presences of fintech in the banking world is the distribution of funds to the public through credit scoring with a wider target market. There are five indicators in the 2019 SNLIK in measuring financial literacy, such as skills, knowledge, confidence in financial service institutions, financial behaviour and attitude to assess efforts to improve the decision-making quality, as well as individual financial management.

Education about financial literacy is an important task for Indonesia, and one of the attempt was made by the Financial Services Authority to implementing the National Strategy for Indonesian Financial Literacy (SNLKI). The program aims to increase the index of Indonesian financial literacy which is expected to help in the process of development and economic growth. However, apart from OJK, academics must participate in the financial education process because they have intellectual capital from college which must be distributed to the wider community.

Referring to Islami, et.al (2020), financial literacy is influenced by the economic status of parents. Students' attitudes can be seen in their behavior in managing finances. For students who have a consumptive lifestyle, it gives an irrational attitude toward meeting their needs. These students have to extra manage between the needs of lectures, and personal and social. Interest in investments owned by students based on previous research became the highest score. Not even the slightest of them have been directly involved in investing in the capital market. This is used as an interest, not an investment decision. Interest in the world of student investment proves that financial literacy affects financial behavior.

Education plays an important role in shaping one's financial literacy. College learning about finance helps students understand, analyze and make decisions about their finances. OJK in its financial literacy improvement program, the National Financial Literacy Strategy, makes students the main key to success in the future. Every individual can develop their financial understanding. The right decisions come from smart thinking. Every individual is considered intelligent if they know something. However, in reality, not everyone literate enough to act right in managing their personal finances. Financial literacy is closely related to one's behavior in managing finances.

Referring to Daragmeh et.al (2021), financial literacy and knowledge was the most important factor for Gen X in adopting digital financial services. She found the differences in financial literacy among Gen X, Millennials, and Baby Boomers. Most Gen X and Millennials are well educated and were growing up in the same technological period. Thus, Gen X was easily adopting digital financial services. However, the financial behavior related to whether the financial literacy then converted into financial decisions that affected their wealth.

Ginting, et al (2019) stated that the perceived ease of use, efficiency level, and security potential influence conducting transactions through digital finance. The use of financial technology gives particular interest in making payment transactions. Features such as discounted prices and cashback are great attractions for users. Thus, Upadhyay, et.al (2022) stated that performance expectancy, effort expectancy, and perceived severity had a positive significant effect on consumers' behavior in using mobile payment while social intention had no significant effect on their behavior during COVID-19. Chaveesuk, et.al (2022) added that the factors which affected the continuous behavior in using digital payment during COVID-19 were satisfaction, perceived use, attention, and social distancing.

The use of digital finance had an impact on consumptive behavior for students. The faster and easier it is to use digital finance, it can increase spending which has an impact on the consumptive nature of students (Insana and Johan, 2021). All of these things can happen if students have an inappropriate level of understanding of financial management. If they have the right financial understanding, they will not enter into a hedonistic or wasteful lifestyle in finance. In line with Pulungan et.al. (2019) who states that students must be able to manage finances and make responsible decisions for their life and future. The level of financial knowledge needs to be increased to be able to manage finances and avoid consumptive behavior.

Digital Finance is used to make transactions with different goals. Table 1 also includes problems that reflect financial literacy in managing personal finances and the tendency to buy goods that are not too individual needs. Therefore, having financial knowledge can help individuals in making financial decisions that are reflected in their financial behavior.

Table 1. Pre-Survey Results of the Use of Digital Finance, Financial Literacy, and Lifestyle on Financial Behaviour

No.	Statement	Result

1.	The use of digital finance for transactions	86.67%
2.	Ability to manage personal finance	83.33%
3.	Tendency to buy goods based on needs	46.67%

Source: Data processed, 2022

Referring to Muttasari & Lukiastuti (2020), financial literacy affects lifestyle. In addition, financial literacy also affects cashless transactions. The higher the financial literacy, the higher the cashless transaction. Students need to have intelligence in personal financial management. An understanding of the use of financial technology, financial literacy, and lifestyle is needed in creating a prosperous life in the future. It was also supported by Calvo-Porral and Pesqueira-Sanchez (2019) that revealed that students' adoption of digital finance was influenced by the level of engagement with technology. Amily (2019) and Mander & Valentine (2019) showed that there was significant growth in technology adoption in Gen-X which lead to a rigorous lifestyle that makes them use digital services as a quick and useful tool for their activities.

Several studies have examined the influence of financial literacy, and lifestyle on digital finance adoption (Daragmeh et.al., 2021, Fu & Mishra, 2022, Al-Dmour, 2020, Wang, 2022), thus the authors indicate the current gap in how digital finance, financial literacy, and lifestyle among the student have contributed on their financial behavior.

This paper aims to contribute theoretically by using the extended unified theory of acceptance and use of technology (UTAUT) model such as performance expectancy, effort expectancy, security, and efficiency of digital finance on students' financial behavior. It also contributed practically to investigating the student's financial behavior by examining their financial literacy and lifestyle.

2. Literature Review and Hypothesis Development

Referring to Ingale & Paluri (2020), financial behavior is a person's ability to arrange the planning, budgeting, managing, controlling, auditing, searching, and storing of financial funds. There are three main aspects of behavioral financial management, namely consumption, savings, and investment. Financial Behaviour reflects a person's responsibility in managing their finances. Self-control in financial management needs to be applied in everyday life. It leads to them being responsible for securing their financial future. Sari and Wiyanto (2020) argued that financial behavior is a study that can explain the state of person psychology, sociology, economics, and financial circumstances that influence decision-making. Financial behavior describes a someone's attitude in decision making and acting. Financial behavior is related to the treatment of managing and managing the financial resources of responsible individuals, both in terms of budgeting, saving money, and making investments.

According to Arner, et.al. (2020) digital finance is a collaboration between financial services and internet-based technology which is divided into various sectors such as financing, asset management, payments, and other functions. Non-cash payments are made to facilitate transactions. Digital finance has contributions on economic and health impacts but does not underestimate the risk of the technology. Referring to Bank Indonesia (2017), digital finance is the outcome of a collaboration of financial services and technology. At first, you had to make payment by bringing some cash, now you can make payments through long distance transactions that can be made in just seconds. Digital Finance is a service that provides financial products by using technology.

Referring to the Financial Services Authority (2019), financial literacy is a steps of o activities or processes to improve the skills, knowledge, and beliefs of the society in order to managing their finances better. Financial technology provides convenience in various financial service sectors, especially financing, asset management, and payments.

Referring to Muttasari (2020), a person's lifestyle is seen as individual behavior that is seen in interests, activities, and opinions that represent how the person interacts with their environment. It showed their lifestyle, money management, and allocating their time. Interest in living a lifestyle can be seen from the activities, interests, and opinions they have. Activities, interests, and opinions of a person will better describe a person's behavior. It can be seen in the routines they do, how they use their money and their time.

The use of digital finance in making payment transactions has a large enough impact on financial behavior. Venkatesh, et.al (2022) argued that UTAUT has four key concepts, such as performance expectations, effort expectations, security, and facilitation conditions. These concepts are independent variables, while behavioral intention and usage behavior are dependent variables. In addition, gender, age, experience, and voluntary use will indirectly influence behavioral intentions and usage behavior through these four concepts.

2.1. Digital Finance and Financial Behaviour

Digital Finance is used as a payment service that provides convenience in conducting financial transactions. In addition, the existence of attractive promos such as discounted prices and cashback makes individuals more interested in using fintech. They consider the use of fintech to be relatively safe and still pay attention to the risks that may occur to data security and fraud (Pambudi, 2019). However, some studies give different results, according to Erlangga and Krisnawati (2020) privacy is a separate issue in the risk of using fintech. which gives doubt to the user. Digital Finance features for students need to be studied more broadly, such as consumption, cash flow, credit, savings, investment, and insurance. Mander & Valentine (2019) also stated that the significant growth in technology adoption leads to careful behavior in making decisions in daily activities. Therefore, we propose the following hypothesis:

Hypothesis 1 (H1). Digital Finance positively affects student's financial behavior

2.2. Financial Literacy and Financial Behaviour

The financial literacy level provides intelligence in making decisions. A higher level of education can provide a better understanding of financial literacy. The role of learning in higher education can affect the level of financial literacy. Students can be smarter in managing their finances. Referring to Islami, et.al (2020), financial literacy can be affected by knowledge of savings, loans, investments, and insurance. Students' views on investment are expected not only in theory but also in real implementation in managing the assets they have. Being good at managing finances will help them in their lives in the future. The good financial condition of parents may not necessarily change their interest in being a student who has the decision to invest. Referring to Daragmeh et.al (2021), financial literacy and knowledge was the most important factor for Gen X in adopting digital financial services.

The level of financial knowledge needs to be increased to be able to manage finances and avoid consumptive behavior. students must be able to manage finances and make responsible decisions for their life and future (Pulungan, et al., 2019). Herawati, et.al. (2017) state that students' understanding of financial management is in good condition with high scores. This shows that financial literacy has an important role in individual behavior. Demographic and gender aspects influence the level of financial literacy. Meanwhile, age, income, and income do not influence the level of financial literacy. However, this study is not suitable with Kusumawardhanis, et.al (2020) which states that gender and GPA do not influence financial literacy. Annual figures and disciplines influence students' financial literacy. A higher level of financial literacy can affect the decision-making process that is more thorough, efficient, and rational. Thus, we hypothesize as follows:

Hypothesis 2 (H2). Financial Literacy positively affects student's financial behavior

2.3. Lifestyle and Financial Behaviour

Lifestyle is seen as identity and recognition of social status which is seen in following the development of existing trends. Most of the students are dragged into a hedonistic lifestyle. In decision-making, emotional intelligence has a strong influence on individual financial behavior. Students must be able to control themselves to manage their finances in the future (Pulungan, et al. 2018).

However, when compared with research by Muttasari and Lukiastuti (2020) it is stated that increasing age can change lifestyles into thinkers who overall think about the risks that will be accepted if they make these decisions. Individuals of older age are more accustomed to using cashless in making transactions. Financial literacy and the use of fintech in his research do not affect a person's lifestyle. The use of fintech is considered to have an impact on consumptive behavior for students. This is because it is faster and easier to use fintech, able to increase spending which has an impact on the consumptive nature of students (Insana and Johan, 2021). Thus, we propose the following hypothesis:

Hypothesis 3 (H3). Lifestyle positively affects student's financial behavior

Hypothesis 4 (H4). Digital finance, financial literacy, and lifestyle positively affect student's financial behavior

3. Research Methodology

This research used a descriptive and verification method with a quantitative approach. This study was used to test the hypothesis through a questionnaire. These data are used to examine the influence of the use of digital finance, financial literacy, and lifestyle on financial behavior. The operational variables can be seen as follows:

Table 2. Operational Variables

Variables	Statement	Indicators	Scale
Digital Finance	Financial system based on technology that generate financial products, financial services, and business models that can impact the financial system, security, efficiency, and reliability of the payment system.	performance expectations, effort expectations, Security, and facilitation conditions.	Likert
Financial Literacy	Being able to make decisions effectively in the use of finances and management of finances.	Gender, GPA, financial knowledge of savings, loans, and investments	Likert
Lifestyle	a pattern of life that is seen in activities, interests, and opinions that represent how the person interacts with their environment	Activities, interests, and opinions	Likert
Finance Behaviour	The study of individual behavior in managing finances involves emotions, traits, preferences, and other matters related to making a decision.	Generation year, planning and spending	Likert

Source: Data processed, 2022

The population in this study was college students in Bandung. The data obtained from Bandung Bergerak (https://bandungbergerak.id/article/detail/1665/data-penduduk-kota-bandung-berdasarkan-pekerjaan-2020-pelajar-dan-mahasiswa-terbanyak), there were 544.300 college students in Bandung region. This study used the probability sampling technique and simple random sampling technique. The sample of this study was 100 respondents who were active students in the Bandung region based on the Slovin formula with a 10% error rate.

The data collection techniques used by distributing questionnaires and literature review. The data source in this study are primary data and secondary data. Primary data were obtained through questionnaires from respondents which were measured from the responses to statements through the questionnaires that had been given. While secondary data is obtained from theories and data sourced from books, literature, journal, and websites. The data analysis techniques include validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, f-test, and determination test.

4. Results

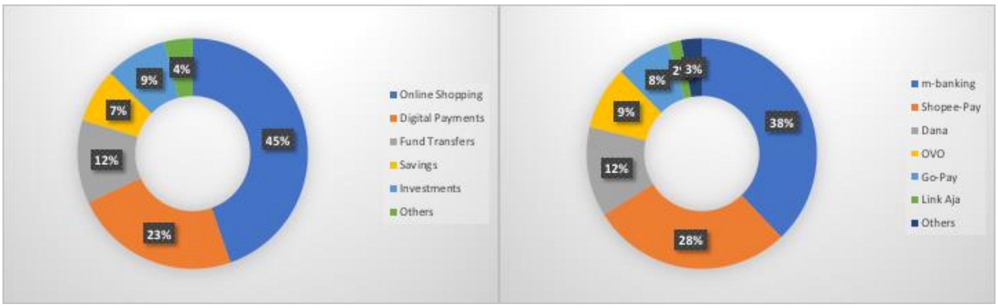
4.1. Characteristics of Respondents

Respondents in this study were students in Bandung Region. Characteristics of respondents provide general description of the respondents. This study can be grouped into several groups, such as gender and GPA. The following is the questionnaire data distributed to respondents and has been further processed. The number of male respondents was 44.1%, while the number of female respondents was 55.9% of the total respondents. 64% of respondents had a GPA range of 3.00 – 3.5; 34% of respondents had a GPA range of 3.5 – 4; while the remaining 2% had GPA lower than 3.00.

In terms of digital finance, there were 91.1% of respondents used digital finance for any transactions and only 8.9% of respondents did not conduct digital finance for transactions. The largest type of payment conducted by digital finance was online shopping and digital payment as much as 44.7% and 23.3%, respectively. Only one-fifth of the respondents used digital finance for fund transfer and investments, collectively.

In terms of the type of digital finance, there were 37.9% of respondents used m-banking for payment transactions. More than one-third of respondents used Shopee Pay and Dana collectively. More than one-tenth of respondents used OVO and Go-Pay collectively to make transactions.

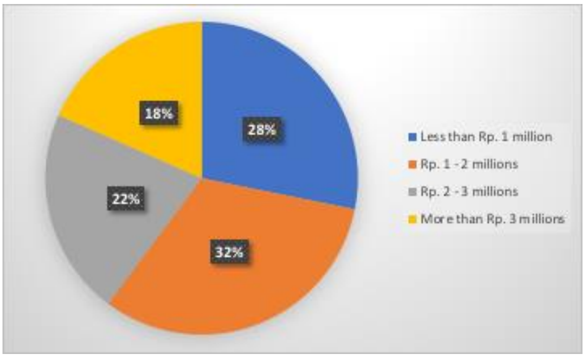
Figure 2. Percentage of The Use of Digital Finance and Type of Digital Finance



Source: Data processed, 2022

The expenditure of respondents in one month was Rp. 1 – 2 million by 32%. There were 28.2% of respondents who had expenses less than Rp. 1 million. Around two-fifths of respondents had expenses of more than Rp. 2 million.

Figure 3. Percentage of Respondent Expenditures



Source: Data processed, 2022

4.2. *Validity Test*

The validity test used a significant level of 5% based on r_{count} greater than r_{table}, then the statement on the questionnaire item is declared valid. Questionnaires in this study were given to 100 respondents. has corrected item-total correlation $r_{count} > r_{table}$, which is at a significant level of 5% (α = 0.05) with n = 100 (n = 100-2) so the number obtained is 98 with r_{table} = 0.196. Based on the results of the validity test on digital finance with 7 statement items, financial literacy with 9 statement items, lifestyle with 8 statement items, and financial behavior with 4 statements has r count greater r table which means 28 statement items were declared valid.

4.3. *RealiabilityTest*

The purpose of the reliability test is to ensure the consistency of the results of a respondent's answer by using the Cronbach alpha (α) method. The questionnaire was considered reliable or consistent if α is greater than 0.60.

Table 3. Reliability Test Results

No	Variable	α	Results
1	Digital Finance	0.616	Reliable
2	Financial Literacy	0.636	Reliable
3	Lifestyle	0.604	Reliable
4	Financial Behaviour	0.625	Reliable

Source: Data Processed (2022)

4.4. *Classic Assumption*

4.4.1. *Normality Test*

The normality test using the One-Sample Kolmogorov-Smirnov test where the significance value is above 5% indicates data has a normal distribution.

Table 4. Normality Test Results: One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.28298961
Most Extreme Differences	Absolute	.047
	Positive	.047
	Negative	-.033
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processed (2022)

The significance value of 0.200 is greater than 5%, which indicated the data were normally distributed

4.4.2. Autocorrelation Test

The purpose of autocorrelation test is to verify whether any correlation between the confounding error in period (t) and the previous period (t-1). This study used Durbin-Watson test (DW test) for autocorrelation test based on the following decisions:

1. The positive autocorrelation occurred when DW value lower than -2
2. There is no correlation if the DW value is in between -2 and +2
3. The negative autocorrelation occurred when DW value higher than +2

Table 5. Autocorrelation Test

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.625[a]	.390	.371	2.122	1.705

a. Predictors: (Constant), Lifestyle, Financial Literacy, Digital Finance

b. Dependent Variable: Financial Behaviour

Source: Data processed (2022)

The DW value is 1.705 where the value is between -2 to +2, that verified that there is no no autocorrelation.

4.4.3. Multicollinearity Test

The purpose of the multicollinearity test is to verify the correlation between the independent variables in the regression model. If the tolerance is more than or equal to (≥) 0.10 and the VIF value is less than or equal to (≤) 10, then there is no multicollinearity.

Table 6. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Finance	.865	1.156
	Financial Literacy	.531	1.885
	Lifestyle	.592	1.689

a. Dependent Variable: Financial Behaviour

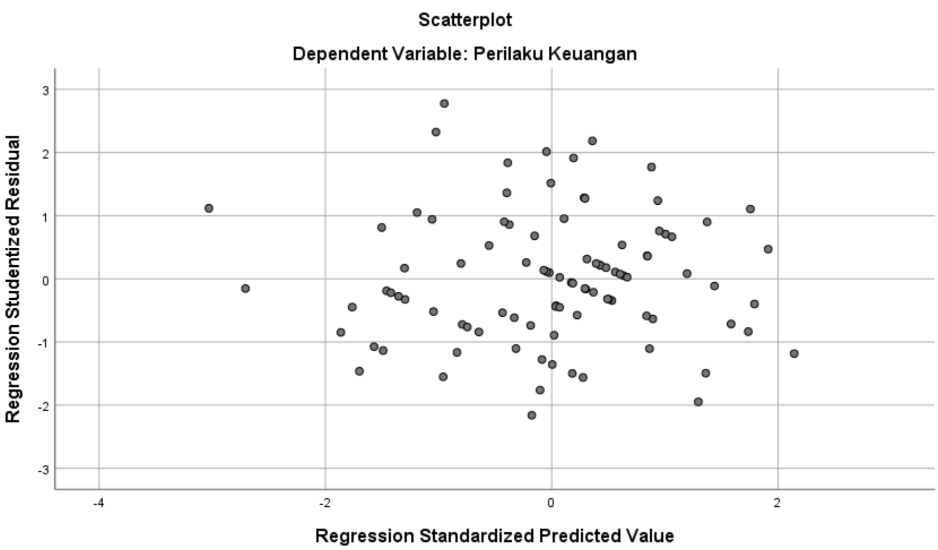
Source: Data processed (2022)

The tolerance value of each independent variable is higher than 0.10 and the VIF value of each variable is lower than 10. It indicated that the regression model do not have multicollinearity symptoms.

4.4.4. Heteroscedasticity Test

The heteroscedasticity test used the scatterplot regression standardized predicted value (ZPRED) and the studentized residual (SRESID). If there is a certain pattern such wavy, widening, then narrowing, it indicated that heteroscedasticity occurred. If there is no clear pattern, where the dots spread randomly above and below the number 0 on the Y axis, then it indicated that no heteroscedasticity.

Figure 4. Heteroscedasticity Test Results



Source: Data processed, 2022

Based on Figure 4 above, the dots spread randomly and do not create a form and clear pattern both above and below the number 0 on the Y axis. It can be indicated that there is no heteroscedasticity in the regression model.

4.5. Multiple Linear Regression

Multiple linear regression analysis is a regression model that involves two or more independent variables. Multiple linear regression analysis was carried out to examine the direction and how much influence the independent variable had on the dependent variable (Ghozali, 2018). The multiple linear regression analysis models in this study are:

$$\mathrm{Y} = 0.538 + 0.116\,X_1 + 0.166\,X_2 + 0.245\,X_3 + e \quad (1)$$

With:
Y = Financial Behaviour
X_1 = Digital Finance
X_2 = Financial Literacy
X_3 = Lifestyle
e = error

4.6. Partial Regression Coefficient Test (t-test)

This test was carried out to examine the significance of the regression coefficients of each independent variable such as Digital Finance (X1), Financial Literacy (X2), Lifestyle (X3), and Financial Behaviour (Y).

Table 7. t-test Results

		Unstandardized Coefficients		**Standardized Coefficients**		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.538	2.083		.258	.797
	Digital Finance	.116	.066	.154	1.757	.082
	Financial Literacy	.166	.069	.267	2.393	.019
	Lifestyle	.245	.073	.356	3.363	.001

a. Dependent Variable: Financial Behaviour

Source: Data processed (2022)

From the table above, the following are the interpretation:

1. Significant Test of Digital Finance Variable (X1)
   The t-result value on digital finance was 1.757 with a significant value of 0.082. The obtained t-result is 1.757 < 1.984 as t-table and significant value 0.082 > 5%. It was indicated that Digital Finance partially has insignificant effect on Financial Behaviour.
2. Significant Test of Financial Literacy Variables (X2)
   The t-result value on financial literacy was 2.393 with a significant value of 0.019. The obtained t-result 2.393 > 1.984 as t-table and significant value 0.019 < 5%. It was indicated that the Financial Literacy variable partially has a positive significant effect on Financial Behaviour.

3. Significant Test of Lifestyle Variables (X3)
   The t-result value on lifestyle was 3.363 with a significant value of 0.001. The obtained t-result 3.363 > 1.984 as t-table and significant value 0.001 < 5%. It was indicated that lifestyle variable partially has a positive significant effect on Financial Behaviour.

4.7. Simultaneous Regression Coefficient Test (F Test)

Decision-making seen from F-Test was based on the F value contained in the ANOVA table and the significant level used was 5%.

Table 8. F-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.210	3	88.403	19.639	.000[b]
	Residual	414.123	92	4.501		
	Total	679.333	95			

a. Dependent Variable: Financial Behaviour
b. Predictors: (Constant), Lifestyle, Financial Literacy, Digital Finance

Source: Data processed (2022)

From the outcome of the F test using the ANOVA table, if the calculated F value is 19.639 with the F table obtained based on the calculation of a significant level of 5% with df2 (nk-1) = (100-2-1) = 97, then the large F table is 3.09. It was obtained that F count 19.639 > 3.09 F table with significant value of 0.00 which is lower than 5%. It indicated that Digital Finance, Financial Literacy, and Lifestyle simultaneously have a positive significant effect on Financial Behaviour.

4.8. Analysis of the Coefficient of Determination (R^2)

The purpose of the coefficient of determination (R2) is examining and predicting how important the contribution of the effect given by the independent variables together to the dependent variable was.

Table 9. Analysis of the Coefficient of Determination (R^2) Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625[a]	.390	.371	2.122	1.705

a. Predictors: (Constant), Lifestyle, Financial Literacy, Digital Finance
b. Dependent Variable: Financial Behaviour

Source: Data processed (2022)

The value of R Square (R^2) indicated the effect of Digital Finance, Financial Literacy, and Lifestyle on Financial Behaviour by 39% while the remaining 61% was influenced by other factors that were not examined in this study

5. Discussions and Implications

The perception of effort expectations in digital finance was based on the respondents' answers. 60.42% of respondents strongly agree that digital finance was easy to use. This was supported by 33.3% of respondents who agree to prefer non-cash payment to cash payment. The perception of performance expectations was based on providing efficient time in conducting transactions. 62.50% of respondents agree that the use of digital finance made them complete the transactions in a short time. The respondents believed that the use of digital finance provides better security than cash transactions. 34.48% of respondents agreed that their funds' transactions were in proper protection. In other words, data privacy was not a concern for the respondents. It was supported by 38.54% of respondents who were not sure about the bigger risk of conducting a transaction by digital finance. Digital finance also provided many attractive offers that create add value such as various discounts, vouchers, cashback, features, and other attractions. 50% of respondents strongly agreed that facilitating conditions of digital finance gains many advantages for respondents. 43.75% of respondents strongly agreed that digital finance offers were the reasons for the use of digital finance.

Referring to the hypothesis testing result, Digital Finance partially has insignificant effect on Financial Behaviour. The result indicated the use of digital finance did not lead to better financial behavior. The result showed that students had an awareness that they were open to accept the digital finance for their day-to-day transactions. The use of digital finance is based on performance expectancy, effort expectancy, security, and facilitating conditions, only for transaction benefit not on behavioral change. Investment Digital Finance companies are expected to create awareness of their investment products and develop their application into more secure products in creating a change in financial behavior. The results of this study are suitable with research conducted by Insana and Johan (2021), Ginting et al. (2019), Sari & Wiyanto (2020), and Ahmad, et.al (2021).

The respondents are considered to have good financial literacy. 35.42% of respondents have saving habits and 44.79% of respondents tend to save or invest to achieve financial goals. In terms of investing, 32.29% of respondents agreed in choosing an investment whose risk they can bear. 45.83% of respondents strongly considered that loan was less attractive. This was supported by the respondents' thoughts on all the risks that exist in borrowing funds. 47.92% of respondents agreed that they do not have to fulfill their desires immediately by borrowing funds. 47.92% of respondents also agreed that investment provides benefits in the future.

The hypothesis test's result indicated that the financial literacy variable has a positive significant effect on financial behavior. The higher value of financial literacy shows that the respondents can make financial decisions that reflect good financial behavior.

It also supported that 69 respondents started taking various classes to learn about investment, such as lectures, seminars on investing, and joining a group that learn about investing. The type of investment that is considered by respondents is the level of risk they can bear if one day there is a failure compared to the high risk and return. 90.62% of respondents agreed with their statement that they prefer to save their money rather than spend it lavishly. right away in a short time. Respondents can set aside a certain amount of money and can refrain from making financial decisions that are not important. Respondents also were not easily attracted to loans that have high interest. 70.17% of respondents think about thought about the risk that may exist.

The results of this study are suitable with research carried out by Pulungan (2019), Herawati, et.al. (2017), and Rahman & Risman (2021) which resulted that the use of financial literacy has a positive significant effect on financial behavior. However, it is not suitable with Kusumawardhanis, et.al (2020) and Shaik, et.al. (2021) which resulted that the use of financial literacy has insignificant effect on financial behavior. According to Shaik, et.al (2021), the factors that influence financial behavior were risk and return.

The respondents do not spend their free time shopping online. 43.75% of respondents not agreed about that statement. Instead of shopping online, 44% of respondents tended to use their money on investment than consumption. 44.79% of respondents agreed to have expenditures based on their needs.

Referring to the results of hypothesis testing, it had shown that the lifestyle variable has a positive significant effect on financial behavior. The lifestyle can influence the way they manage their financial needs. The respondents tended to choose investment habits over consumption habits. The results of this study are suitable with research carried out by Bona (2018) and Rahman & Gan (2020) and which argued that lifestyle has a positive and significant influence on financial behavior. Bona stated students with higher economic backgrounds tend to have higher lifestyles and they ignored to create financial budgets or saving money practices. However, this study is not in line with Kusumawardhanis, et.al (2020), and Rahman & Risman (2021) which argued that the use of lifestyle has insignificant effect on financial behavior.

Referring hypothesis testing result, the Digital Finance, Financial Literacy, and Lifestyle simultaneously have a positive significant effect on Financial Behaviour. The results of the correlation coefficient analysis (R) showed that the relationship between Digital Finance, Financial Literacy, and Lifestyle variables on Financial Behaviour has a strong relationship with a correlation coefficient (R) of 62.5%. The results of the coefficient of determination (R^2) by 39.0%. It indicated that there are 61% of other factors influenced financial Behaviour, such as awareness of investment products, return and risk of investment products, government policy, and also privacy and security concerns.

The use of digital finance affected financial behavior. 91.1% of respondents chose digital finance based on effort expectancy, performance expectancy, security, and facilitating conditions. Financial literacy also affected financial behavior. The higher financial knowledge affected the decision-making process of their financial conditions. Literate conditions on savings, investments, and loans affected financial behavior. Lifestyle affected financial behavior. Lifestyle reflects the individual's behaviour interact the environment around them. The higher the personal's lifestyle, it reflects the more level of consumption that is difficult to control in making decisions. Excessive lifestyle individuals are complacent about the importance of money in the future.

6. Conclusions

Digital Finance partially has insignificant effect on Financial Behaviour. The use of digital finance did not lead to better financial behavior. The digital finance is based on effort expectancy, performance expectancy, security, and facilitating conditions, only for transaction benefit not on behavioral change. However, the financial literacy variable has a positive significant effect on financial behaviour. The higher value of financial literacy showed that financial decisions can reflect good financial behavior because every decision will consider the risk that may exist. Lifestyle variable has a positive significant effect on financial behavior. The lifestyle can influence the way they manage their financial needs. Lifestyle affected financial behavior. Lifestyle reflects the individual's behavior towards the environment around them. The higher individual's lifestyle reflects the level of consumption and leads to difficulty in controlling decision-making. Excessive lifestyle individuals are complacent about the importance of money in the future.

Digital Finance, Financial Literacy, and Lifestyle simultaneously have a positive significant effect on Financial Behaviour. The relationship between Digital Finance, Financial Literacy, and Lifestyle variables on Financial Behaviour has strong relationship. However, other factors not included in this study influenced Financial Behaviour. Thus, it is strongly recommended to expand the research area to other factors, such as awareness of investment products, return and risk of investment products, government policy, and also privacy and security concerns.

References

Ahmad, S., Tajul Urus, S., & Syed Mustapha Nazri, S. N. F. (2021). Technology acceptance of financial technology (fintech) for payment services among employed fresh graduates. *Asia-Pacific Management Accounting Journal (APMAJ)* 16, no. 2: 27-58.

Al-Dmour, R., Dawood, E. A. H., Al-Dmour, H., & Masa'deh, R. E. (2020). The effect of customer lifestyle patterns on the use of mobile banking applications in Jordan. *International Journal of Electronic Marketing and Retailing* 11, no. 3: 239-258. https://doi.org/10.1504/IJEMR.2020.108121

Amily, V. (2019). Millennials Stand Out for their Technology Use, But Older Generations Also Embrace Digital Life. Accessed October 12, 2021. https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/

Arner, D.W., Barberis, J.N., Walker, J., Buckley, R.P., Dahdal, A.M., and Zetzsche, D.A (2020). Digital Finance & The COVID-19 Crisis. *University of Hong Kong Faculty of Law Research Paper,* no. 2020/017. http://dx.doi.org/10.2139/ssrn.3558889

Bank Indonesia. (2017). Peraturan Bank Indonesia No.19/12/PBI/2017 tentang Penyelenggaraan Teknologi Finansial. Accessed October 15, 2021. https://www.bi.go.id/id/ peraturan/sistem-pembayaran/Documents/ PBI_191217.pdf

Calvo-Porral, C. & Pesqueira-Sanchez, R. (2019). Generational differences in technology behaviour: comparing millennials and Generation X. *Kybernetes* 49: 2755–2772. http://dx.doi.org/10.1108/K-09-2019-0598.

Chaveesuk, S., Khalid, B., & Chaiyasoonthorn, W. (2022). Continuance intention to use digital payments in mitigating the spread of COVID-19 virus. *International Journal of Data and Network Science* 6, no. 2: 527-536, https://doi.org/10.5267/j.ijdns.2021.12.001

Daragmeh, A., Lentner, C., & Sági, J. (2021). FinTech payments in the era of COVID-19: Factors influencing behavioral intentions of "Generation X" in Hungary to use mobile payment. *Journal of Behavioral and Experimental Finance* 32, 100574: 1-12. https://doi.org/10.1016/j.jbef.2021.100574

Erlangga, M. Y., & Krisnawati, A. (2020). Pengaruh fintech payment terhadap perilaku manajemen keuangan mahasiswa. *Jurnal Riset Manajemen Dan Bisnis* 15, no. 1: 53-62. http://dx.doi.org/10.21460/jrmb.2020.151.348

Fu, J., & Mishra, M. (2022). Fintech in the time of COVID− 19: Technological adoption during crises. *Journal of Financial Intermediation* 50, 100945: 1-30. https://doi.org/10.1016/j.jfi.2021.100945

Ghozali, I.(2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Edisi 9. Semarang: Badan Penerbit Undip.

Ginting, R.M., Purba, M.L., & Sucipto,T.N. (2021). Efek Persepsi Mudah Digunakan, Tingkat Efisiensi dan Potensi Ketidakamanan terhadap Ketertarikan Melakukan Transaksi dengan Mempergunakan Fintech. *Jurnal Akuntansi* 7, no. 1: 59-68. https://doi.org/10.37403/financial.v0i0.242

Herawati, N. T., Candiasa, I. M., Yadnyana, I. K., & Suharsono, N. (2018). Factors that influence financial behavior among accounting students in Bali. *International Journal of Business Administration* 9, no. 3: 30-38. https://doi.org/10.5430/ijba.v9n3p30

Insana, D. R. M., & Johan, R. S. (2021). Analisis Pengaruh Penggunaan Uang Elektronik Terhadap Perilaku Konsumtif Mahasiswa Pendidikan Ekonomi Universitas Indraprasta PGRI. *JABE (Journal of Applied Business and Economic)* 7, no. 2: 209–224. http://dx.doi.org/10.30998/jabe.v7i2.7822

Ingale, K. K., & Paluri, R. A. (2022). Financial literacy and financial behaviour: A bibliometric analysis. *Review of Behavioral Finance* 14, no. 1: 130-154. https://doi.org/10.1108/RBF-06-2020-0141

Islami, C.F., Yuneline, M.H., & Suryana, U. (2020). Literasi Keuangan Pasar Modal untuk Optimalisasi Galeri Investasi Bursa Efek Indonesia STIE Ekuitas. *Banking & Management Review* 9 no. 1: 1196-1211. https://doi.org/10.52250/bmr.v9i1.261

Katadata (2017). Accessed October 22, 2021. https://data boks. katadata.co.id/datapublish/2017/04/28/40- fintech-indonesia-bergerak-di-jasapembayaran.

Katadata (2017). Accessed October 22, 2021. https://databoks.katadata.co.id/datapublish/2017/08/22/berapa-transaksifintech-indonesia.

Kumari, N., & Khanna, J. (2017). Cashless Payment: A Behavioural Change to Economic Growth. *International Journal of Scientific Research and Education* 5, no. 07: 6701-6710. https://doi.org/10.1186/s40854-016-0023-z

Kusumawardhanis, R., Cahyani, P. D., & Ningrum, N. K. (2020). Analisis perbedaan tingkat literasi keuangan antara mahasiswa fakultas ekonomi dan mahasiswa fakultas non-ekonomi. *MIX: Jurnal Ilmiah Manajemen* 10, no. 1:15-28. https:// dx.doi.org/10.22441/mix.2020.v10i1.002

Mander, J., & Valentine, O. (2019). Accessed October 13, 2021. Generation X Examining the lifestyle, attitudes and digital behaviors of Generation X. https://www.globalwebindex.com.

Muttasari, W.F.E., & Lukiastuti, F. (2020). Pengaruh Literasi Keuangan Dan Gaya Hidup Terhadap Cashless Transaction Behavior (Studi Pada Karyawan Sekretariat Daerah Kabupaten Blora). *Jurnal Magisma* 8, no. 2: 25-31. https://doi.org/10.35829/magisma.v8i2.134

Otoritas Jasa Keuangan (2019). Acessed on October 12, 2021. https://www.ojk.go.id/ Hasil Survei Nasional Literasi dan Inklusi Keuangan 2019.

Pambudi, R. D. (2019). Perkembangan fintech di kalangan mahasiswa UIN Walisongo. *Harmony: Jurnal Pembelajaran IPS Dan PKN* 4, no. 2: 74-81. https://doi.org/10.15294/harmony.v4i2.36456

Purwidianti, W., & Mudjiyanti, R. (2016). Analisis Pengaruh Pengalaman Keuangan dan Tingkat Pendapatan terhadap Perilaku Keuangan Keluarga di Kecamatan Purwokerto Timur. *BENEFIT Jurnal dan Bisnis* 1, no. 2: 141-148. https://doi.org/10.23917/benefit.v1i2.3257

Pulungan, D. R., Koto, M., & Syahfitri, L. (2018). Pengaruh gaya hidup hedonis dan kecerdasan emosional terhadap perilaku keuangan mahasiswa. *Seminar Nasional Royal (SENAR)* 1, no. 1: 401-406.

Putri, D. A., Indrawati, & Harsono, L. D. (2017). The Use of Modified Unified Theory of Acceptance and Use of Technology 2 Model to Analyze Factors Influencing Continuance Intention of e-payment Adoption (a Case Study of Go-Pay from Indonesia), *International Journal of Science and Research (IJSR)* 6, no. 11: 1322-1326. https://doi.org/10.21275/ART20178283

Rahman, M. & Gan, S.S. (2020), Generation Y investment decision: an analysis using behavioural factors, *Managerial Finance* 46, no. 8: 1023-1041. https://doi.org/10.1108/MF-10-2018-0534

Rahman, A., & Risman, A. (2021). Is Behavior Finance affected by Income, Learning Finance and Lifestyle? *The EUrASEANs: Journal on Global Socio-Economic Dynamics* 4, no. 29: 29-40. https://doi.org/10.35678/2539-5645.4(29).2021.29-40

Ramli, F. A. A., & Hamzah, M. I. (2021). Mobile payment and e-wallet adoption in emerging economies: A systematic literature review. *Journal of Emerging Economies and Islamic Research* 9, no. 2: 1-39. https://doi.org/10.24191/jeeir.v9i2.1361710.24191/jeeir.v9i2.13617

Sari, C.P., & Wiyanto, H. (2020). Pengaruh Pengetahuan Keuangan, Perilaku Keuangan, dan Pendapatan terhadap Kepuasan Keuangan. *Jurnal Manajerial dan Kewirausahaan* 2, no. 4:880-888. https://doi.org/10.14421/jbmib.2022.011-06

Shaik, M. B., Kethan, M., T. Jaggaiah, & Mohammed Khizerulla. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. *East Asian Journal of Multidisciplinary Research* 1, no. 5:777–788. https://doi.org/10.55927/eajmr.v1i5.514

Upadhyay, N., Upadhyay, S., Abed, S. S., & Dwivedi, Y. K. (2022). Consumer adoption of mobile payment services during COVID-19: Extending meta-UTAUT with perceived severity and self-efficacy. *International Journal of Bank Marketing*.

Venkatesh, V. (2022). Adoption and use of AI tools: a research agenda grounded in UTAUT. *Annals of Operation Research* 308: 641–652. https://doi.org/10.1007/s10479-020-03918-9

Wang, J., Xu, C., & Liu, W. (2022). Understanding the adoption of mobile social payment: from the cognitive behavioural perspective. *International Journal of Mobile Communications* 20, no. 4: 483-506. https://doi.org/10.1504/IJMC.2022.123794