The Effect of Financial Knowledge, Financial Attitude and Personality on Financial Behavior on Small Medium Crafts Micro Enterprises in Gresik District

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan keuangan, sikap keuangan dan kepribadian terhadap perilaku keuangan pada usaha kerajinan tangan di Kabupaten Gresik. Sampel dalam penelitian ini menggunakan metode sampel jenuh dari jumlah populasi sebanyak 80, sehingga sampel yang diambil adalah 80 pengusaha kerajinan tangan di Kabupaten Gresik. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil analisis linier berganda membuktikan bahwa pengetahuan keuangan, sikap keuangan dan kepribadian berpengaruh secara parsial terhadap perilaku keuangan pada pelaku usaha Kerajinan Tangan di Kabupaten Gresik.
Kata kunci: *Keuangan, Pengetahuan Sikap, Kepribadian, Perilaku*

ABSTRACT

This study aims to determine the effect of financial knowledge, financial attitudes and personality on financial behavior in handicraft businesses in Gresik Regency. The sample in this study used the saturated sample method from a total population of 80, so the samples taken were 80 handicraft entrepreneurs in Gresik Regency. The data analysis technique used multiple linear regression analysis. The results of multiple linear analysis prove that financial knowledge, financial attitudes and personality partially influence financial behavior in handicraft business actors in Gresik Regency. Handycrafts
Keywords: *Financial, Knowledge, Attitude, Personality, Behavior.*

INTRODUCTION

The contribution of Micro, Small and Medium Enterprises in Indonesia cannot be doubted. Based on information from the Ministry of Data – Planning Bureau of the State Ministry of Cooperatives and SMEs of the Republic of Indonesia, Micro, Small and Medium Enterprises provide various types of contributions, including the contribution of Micro, Small and Medium Enterprises to the creation of national investment, Contribution of Micro, Small and Medium Enterprises to Gross Domestic Product (GDP). National, the contribution of Micro, Small and Medium Enterprises in the absorption of national workforce, and the contribution of Micro, Small and Medium Enterprises to the creation

of national foreign exchange. In short, it can be concluded that Micro, Small and Medium Enterprises are the main pillars (soko gurus) of the Indonesian economy. This shows how the role of Micro, Small and Medium Enterprises is very dominant in Indonesia's economic growth. Empowerment of Micro, Small and Medium Enterprises is important in an effort to increase economic growth in Indonesia. The contribution of Micro, Small and Medium Enterprises to GDP is an indicator of the importance of Micro, Small and Medium Enterprises in increasing economic growth in Indonesia. The existence and performance of Micro, Small and Medium Enterprises that are

increasingly stretched are not without problems and obstacles.

Today the competition in the business world is increasingly competitive, a business actor must have the ability to maintain the continuity of his business, if a business actor does not have the ability to manage his business, over time the business may fail. The ability of business actors to be able to compete must be improved, one of which is the ability in terms of financial management and financial management behavior of Micro, Small and Medium Enterprises themselves.

According to Kholiah and Iramani (2013) Financial behavior is a person's ability to manage planning, budgeting, checking, managing, controlling, searching and storing daily financial funds. The problem in terms of financial skills experienced by Micro, Small and Medium Enterprises is mainly in terms of preparing a budget. Most Micro, Small and Medium Enterprises actors have never prepared a financial budget in their business management, as evidenced by a survey conducted by researchers, most Micro Small and Medium Enterprises have never made any bookkeeping related to their business management. Micro, Small and Medium Enterprises actors should make books related to budget planning, implementation, and control in their finances. However, the fact found is that the awareness of Micro, Small and Medium Enterprises actors to make books for their business financial management is still very low. The cause of the low awareness of Micro, Small and Medium Enterprises actors in making budget planning is due to the thinking of Micro, Small and Medium Enterprises that budget planning is not important and can be arranged easily and there is no adverse impact on the sustainability of their business even though Micro, Small and Medium Enterprises do not do budget planning.

Previous research studies related to financial behavior have been carried out such Saepuloh & Sukaris (2019), Other research from Sukaris (2019) which states that financial knowledge influences the management behavior of millennial generation, financial attitudes influence the behavior of the financial management of millennial generations. So that it can be concluded that financial knowledge and attitudes towards finance are important antecedents of millennial generation financial management behavior because financial knowledge and financial attitudes influence the behavior of millennial generation financial management.

The next issue of financial skills is in terms of investment. Not many Micro, Small and Medium Enterprises are involved in the investment world. Based on interviews that have been conducted, the cause of the low interest of Micro, Small and Medium Enterprises to invest is because Micro, Small and Medium Enterprises do not understand enough and even do not know what investment is. So that the perpetrators of Micro, Small and Medium Enterprises choose not to invest. This indicates that the knowledge of Micro, Small and Medium Enterprises actors about investment is still very low. The problem of financial skills is not only in terms of budget and investment, in terms of credit, Micro, Small and Medium Enterprises also experience obstacles. Knowledge about credit for Micro, Small and Medium Enterprises is still very low. Micro, Small and Medium Enterprises do not really understand the factors that affect creditworthiness, making it difficult for Micro, Small and Medium Enterprises actors to obtain additional capital. In addition, many Micro, Small and Medium Enterprises do not take various considerations when applying for credit, such as considering loan interest rates and loan terms.

Micro, Small and Medium Enterprises actors should be able to consider various things when applying for credit so that they can use credit wisely. In general, the lack of financial knowledge in terms of financial skills above is caused by education. Financial knowledge can be obtained from formal education and

informal sources. This formal education is like high school programs or lectures, seminars, and training classes outside of school. Meanwhile, informal sources can be obtained from the surrounding environment, such as from parents, friends, and co-workers, as well as from one's own experience.

There are other problems that affect the financial management behavior of Micro, Small and Medium Enterprises actors, namely the problem of their financial attitude. Most Micro, Small and Medium Enterprises actors do not have a bad attitude about finances, marked by low motivation to continue to improve their ability to manage their business finances, even though the motivation to continue to improve their abilities in financial management is very important. The poor financial attitude of Micro, Small and Medium Enterprises actors is also characterized by thinking that they are easily satisfied with the existing performance and have not thought about increasing their ability in the field of financial management because some business actors feel that their performance is quite good and their business continues to run smoothly and without effort. obstacles even though Micro, Small and Medium Enterprises do not make budget plans and control finances. If this attitude is left unchecked, the performance of Micro, Small and Medium Enterprises will decrease and they will not be able to compete competitively in the market.

Kiryanto, et al (2011), states that a business actor needs work motivation to build his business so that it continues to grow. Work motivation in question can be in the form of motivation to continue to improve one's ability to manage finances. Accounting users, especially in this case Micro, Small and Medium Enterprises, should pay more attention to financial management in the business they run, considering the benefits of financial knowledge and financial attitudes are so great for the sustainability of their business. In addition, preparing a budget can be the basic capital for Micro, Small and Medium

Enterprises for making decisions in managing small businesses, including decisions on market development, price development, and in relation to creditors. Preparing a budget can also be used in order to prepare various projections, such as projections of cash needs in the future, controlling costs, measuring and increasing productivity and providing support to the production process.

Medium Enterprises actors reflect the poor financial knowledge and financial attitudes of Small Medium Micro Enterprises actors which will later affect their financial management behavior. Many attempts have been made to reveal what factors influence the low behavior of financial management. This study aims for Micro, Small and Medium Enterprises Handicrafts in Gresik to find out "The Influence of Financial Knowledge, Financial Attitudes, and Personality on Financial Behavior of Micro, Small and Medium Enterprises Handicrafts in Gresik Regency.

LITERATURE REVIEW
Financial Knowledge

Kholilah and Iramani (2013:71) that financial knowledge is defined as measuring individual understanding, ability and belief about financial concepts which include a person's capacity to manage personal finances as measured by the accuracy of short-term decision making or financial planning in the future in accordance with economic conditions. Yulianti and Silvy (2013) concluded that individuals who have

H1: Financial Knowledge has Partial Effect on Financial Management Behavior.

Financial Attitude

Arifin (2018) financial attitude is a state of thought, opinion and judgment about finance. Then according to Muhidia (2019), attitude is a person's way of reacting to a stimulus that will arise from a person or situation. So it can be concluded that financial attitude is a person's state of thought, opinion

and assessment of his finances which is then applied to his attitude so that he can maintain that value with appropriate decision making and management. Amanah (2016), Financial attitudes shape the way people spend, save, hoard, and waste money. Financial attitudes affect financial problems such as the occurrence of arrears in bill payments and lack of income to meet needs. So if someone has a good financial attitude, it will lead to good financial management behavior.

H2: Financial attitudes have a partial effect on financial management behavior.

Personality

Humaira and Sagoro (2018) personality is a permanent character or a unique character that gives consistency as well as individuality to one's behavior. Personality is the total psychic quality that is inherited or acquired that is unique to a person that makes a person different. A person's personality influences a person's behavior as well as a person's financial management behavior. A good personality will make someone manage their finances well too. Sina (2014) states that the personality aspect is one of the indicators that significantly affects a person's success in managing finances

H3: Personality has a partial effect on financial management behavior

Financial Management Behavior

According to Kholiah and Iramani (2013) Financial behavior is a person's ability to manage planning, budgeting, checking, managing, controlling, searching and storing daily financial funds .
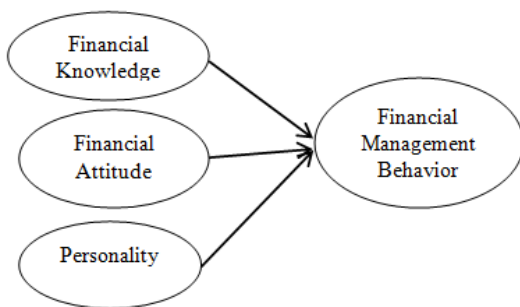

Figure 1: Conceptual Framework

Research Approach

The research method is a way to understand an object in a study by guiding the research in a sequence which includes the techniques and procedures used in research. Hartono (2018:85) explains that the quantitative approach is research whose analysis focuses on numerical data that is processed using statistical methods.

This study uses a quantitative approach and basically a quantitative approach is carried out in inferential research (in the context of submitting hypotheses) and with quantitative methods, significant group differences or significant relationships between variables will be obtained.

Population and Sample

According to Sugiyono (2017), population is a generalization area consisting of objects or subjects, not only nature but also other natural objects and objects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population used in this research is Handicrafts, Micro, Small, Medium Enterprises (Micro Small and Medium Enterprises) in Gresik Regency, amounting to 80 Micro, Small and Medium Enterprises Handicrafts. According to Arikunto (2016:104), if the population is less than 100, the entire sample will be taken, but if the population is more than 100, 10-15% or 20-25% of the total population will be taken.

Based on this research because the population is less than 100 respondents, then the authors take 100% of the population in the DISKOPERINDAG as many as 80 respondents who own Micro, Small and Medium Enterprises Handycrafts

Data Types and Sources

Sources of data used in this study are primary data and secondary data. The primary data in this study is in the form of a questionnaire given to respondents, namely Micro, Small and Medium Enterprises in Gresik Regency. Secondary data in this study are in the form of documentation, interviews, evidence or reports, in the form of history, as

well as data on the number of Micro, Small and Medium Enterprises in Gresik Regency.

Data Collection and Data Analysis Techniques

In this study, the data collection technique used by the researcher was a questionnaire or questionnaire. In this study, a questionnaire will be given to the owners of Micro, Small and Medium Enterprises handicrafts in Gresik Regency to determine the effect of financial knowledge, financial attitudes and personality on financial management behavior in Handicraft Micro, Small and Medium Enterprises in Gresik Regency.

In this study, the analytical method used is multiplex analysis. Ghozali (2017:95) multiple linear regression analysis was used to test the hypothesis about the relationship between two or more independent variables with one dependent variable. Using multiple linear regression analysis because this study contains 3 independent variables, namely financial knowledge, financial attitudes
and personality.

$$Y = \beta 1 X1 + \beta 2 X2 + \beta 3 X3$$
(standardized)

RESULTS AND DISCUSSION
Testing Research Instruments
Validity test

The results of data processing show that all the statement items in the questionnaire proved valid. This is indicated by all items of the statement shows rcount > rtable 0.2119, thus the 13 items can be used as a research instrument.

Reliability Test

The results of the reliability test can be explained that the value of Cronbach Alpha > 0.70 then it can be concluded that the statement in reliable and acceptable questionnaire .

Classic Assumption Test

The results of testing the econometric assumptions show that for *Normality test* known the magnitude of the Asymp value. Sig (2-tailed) is 0.200 greater than 0.05. This shows that the significant value > (0.200 > 0.05) so it can be concluded that H0 is accepted which means the residual data is normally distributed; *Multicollinearity Test* that can be seen that the VIF of all independent variables is more than smaller than 10 and has a tolerance value greater than 0.10, meaning that all The independent variables in this study did not have multicollinearity problems; *Heteroscedasticity Test* ased shows that the results of the glejser test can be seen that the results of sig> 0.05. For the value of the financial knowledge sig (X1) of 0.086 then the value of the financial attitude sig (X2) is 0.982 and the personality sig value (X3) is 0.137. This shows that there are no symptoms of heteroscedasticity

Data Analysis Techniques.

Table 1 Multiple Linear Regression Test Results

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	2, 679	1, 255		2,135	,036
Financial Knowledge	, 254	, 119	, 246	2,128	,037
Financial attitude	, 245	, 117	, 242	2,088	, 040
Personality	, 271	, 078	, 328	3,458	, 001
a. Dependent Variable: Consumer Loyalty					

Hypothesis testing

The results of the t-test on the financial knowledge variable The significance of t <

0.05 significance value or 0.037 < 0.05. Then get concluded that H0 is rejected and H1 is accepted, which means knowledge finance has a significant effect on financial behavior. Financial attitude variable. Significance t < 0.05 significance value or 0.040 < 0.05. Then get concluded that H0 is rejected and H1 is accepted, which means financial attitude significant effect on financial behavior. Personality variable Significance t < significance value 0.05 or 0.001 < 0.05. Then get concluded that H0 is rejected and H1 is accepted, which means personality significant effect on financial behavior. The results of this study indicate that financial knowledge is proven positive and significant effect on financial behavior. These results indicate the direction of a positive relationship the better financial knowledge owned, the better the financial behavior. The results of this study indicate that financial attitudes have an effect positive and significant on financial behavior. These results show the direction of the positive relationship which means the better the financial attitude owned, the better the financial behavior .The results of this study indicate that personality has a positive and significant effect on financial behavior. This result shows the direction positive relationship, which means the better the individual's personality, the better the better the financial behavior.

CONCLUSION

Based on the results of data analysis and interpretation of research results discussed in this study, several conclusions can be drawn, namely , proven financial knowledge has a positive and significant effect on financial behavior. Financial attitudes have a positive and significant effect on financial behavior. Personality has a positive effect and significant to financial behavior

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