The Influence Of Financial Knowledge And Financial Attitudes On Financial Management Behavior: A Study Of Food And Beverage Micro-Entrepreneurs In Sail District, Pekanbaru City

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Abstract.
This study aims to determine whether financial knowledge influences financial management behavior, to determine whether financial attitudes affect financial management behavior, and to determine whether financial knowledge and financial attitudes influence financial management behavior.The research method used is quantitative method and uses secondary data and primary data.Primary data was obtained from respondents who were collected through a questionnaire consisting of 19 questions.The sample consisted of 76 respondents from a population of 314 business actors using the cluster sampling technique.The scale of measurement uses a Likert scale. Data analysis included: validity test, reliability test, multicollinearity test, heteroscedasticity test, normality test, multiple linear regression test, t test, f test, and test of the coefficient of determination.The data analysis technique of this research uses SPSS.The findings of this study show that (1) financial knowledge has a significant influence on financial management behavior in micro business actors in Sail District, (2) financial attitudes have a significant influence on financial management behavior in micro business actors in Sail District, and (3) financial knowledge and financial attitudes have a significant influence on financial management behavior in micro business actors in Sail District.

Keywords: Financial Knowledge, Financial Attitudes and Financial Management Behavior.

I. INTRODUCTION

Micro, Small and Medium Enterprises, commonly referred to as MSMEs, are business units that stand alone and are managed by individuals and groups. "According to the Indonesian Republic Law No. 1 20 the year 2008 on MSMEs, according to article 1 micro enterprises, is a productive enterprise owned by individuals or individual enterprises that have micro enterprise criteria as stipulated in the Law" [11]. "Currently, we have found many micro, small and medium enterprises (UMKM) in the middle of the community, both individuals and groups that have an important role for the community to improve the community economy. Where MSMEs do not have much influence on the value of the Dollar so that by increasing MSMEs it is believed that they can sustain the economy if an economic crisis occurs so that they can improve the family economy and broadly the economy of a country" (Arliani, Indrayani, & Tripalupi, 2019) [1]."It is undeniable that MSMEs play a very strategic role in the Indonesian economy and are able to absorb such a large workforce." (Rahmadani & Jefriyanto, 2021) [7].One of the MSMEs that has a very important role in the Indonesian economy is the MSMEs in the food and beverage sector. Of the many MSMEs, food and beverage MSMEs are the top 2 in the business sector distribution for MSMEs, which is 16.93%. This MSMEs food and drink has the potential to be the driver of Indonesia's economy. During the pandemic, several sectors became business opportunities. In addition to the health and pharmaceutical equipment industry sector, the food and beverage sector also falls into the category of high demand or high demand amid the Covid-19 pandemic.

Food and beverage MSMEs have an important role in the economy because food and beverage MSMEs can overcome unemployment. MSME food and drink is a business that will never die in the age of decline. MSMEs of food and drink continue to grow rapidly with increasing consumer demand and diverse consumer needs.Quoted from OJK (2022) [6] "Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in March 2021, the number of MSMEs reached 64.2 million with the contribution of MSMEs to Gross Domestic Product amounting to 61.07% or worth Rp 8,573.89 trillion. MSMEs can absorb 97 percent of the total workforce, and can collect up to 60.42 percent of the total investment in Indonesia." This shows how MSME's role as a sector contributes significantly to Indonesia's economic growth. The success of surviving critical times and increasing performance year after year does

not make MSMEs guaranteed in Indonesia can simply be separated from the problems or obstacles faced by MSMEs in Indonesia, one of which is in the behavior of financial management in MSMEs. "Financial management behavior is considered one of the key concepts in financial disciplines" (Mien, 2015) [4].

There are numerous variables which could affect financial management behavior, one among that is financial knowledge. According to OECD (2021) [5] "financial knowledge is an essential aspect of financial literacy for people to assist them compare financial services and products and make suitable and nicely-knowledgeable economic choices. A knowledge base on monetary concepts and the capacity to apply counting talents in a economic context ensures that purchasers can navigate with greater confidence in financial subjects and better understand monetary news and events that may have implications for their financial nicely-being". Financial knowledge concepts according to OECD (2021) [5] such as: knowledge of inflation (time value of money), long-term savings and investment, and interest and Investment Risk.The research results (Sulastri, 2021) [10] "under the title of the influence of Financial Knowledge and Financial Attitude on the Financial Management Behavior of Corn Farmers in Kaluku Lohe, Laikang Village, and Bulukumba Regency. The results of the study have a positive and significant effect on the Financial Management Behavior of Corn Farmers in Kaluku Lohe, Laikang Village, Bulukumba Regency. It has concluded that the higher one's financial knowledge, the better one's financial management behavior".The next variable that could affect financial management behavior is financial attitude.

Rajna et al. (2011) [8] "stated that financial attitudes are defined as the application of financial principles to create and maintain value through appropriate decision-making and resource management". The concept of financial stance according to OECD (2021) [5] is: attitude toward money, and planning for the future.The results of the study (Iklima Humaira, 2017) [3] entitled "The Influence of Financial Knowledge, Financial Attitudes and Personality on Financial Management Behavior in MSMEs Actors in Batik Craft Centers, Bantul Regency. Study results indicate that financial attitudes influence the financial management behavior of MSMEs in bantul regency. Based on this research, we have concluded that better financial attitudes lead to better financial management behavior".The goal of this study is to: (1) Determine the effect of financial knowledge on financial management behavior in food and beverage micro business actors in Sail District, Pekanbaru City. (2) Determine the effect of financial attitudes on financial management behavior in food and beverage micro business actors in Sail District, Pekanbaru City. (3) Determine the effect of financial knowledge and financial attitudes on financial management behavior in food and beverage micro business actors in Sail District, Pekanbaru City.

II.   METHODS

The purpose of this type of associative research is to examine the relationship between two or more variables, such as: financial knowledge (X_1) and financial attitudes (X_2) and financial management behavior (Y). In this research, causal relationships are studied, specifically patterns of causal relationships.From these research variables, research indicators are described to be used as a reference for the preparation of research instruments. The location of this research is precisely the food and beverage micro entrepreneurs in Sail District, Pekanbaru City.
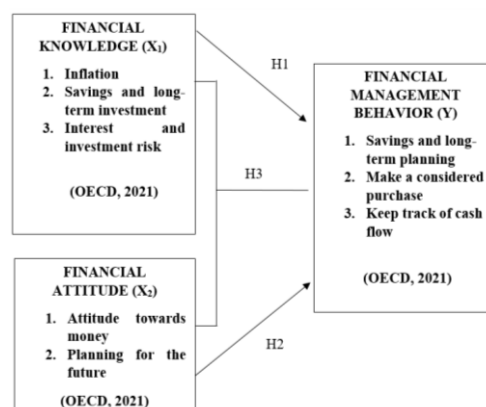

Fig 1. Research Framework

H$_1$: It is suspected that Financial Knowledge has a significant influence on Financial Management Behavior.

H$_2$: It is suspected that financial attitudes have a significant influence on financial management behavior.

H$_3$: It is suspected that financial knowledge and financial attitudes have an effect on financial management behavior.

Population in this study were micro- entrepreneurs in food and beverage centers in Pekanbaru City, especially Sail District, which totaled around 317 MSME actors. The samples used were 76 micro business actors obtained from the slovin formula using cluster sampling.

The data collection technique used was a questionnaire (questionnaire). This data is processed using SPSS version 25.0

III.   RESULT

Data instrument test

A statement is valid if it has a r$_{count}$ > r$_{table.}$

Table 1. Validity Test Result

Question item	R $_{count}$	R $_{table}$	Conclusion
X1.1	0,640	0,1901	Valid
X1.2	0,614	0,1901	Valid
X1.3	0,529	0,1901	Valid
X1.4	0,630	0,1901	Valid
X1.5	0,720	0,1901	Valid
X1.6	0,621	0,1901	Valid
X2.1	0,773	0,1901	Valid
X2.2	0,666	0,1901	Valid
X2.3	0,698	0,1901	Valid
X2.4	0,704	0,1901	Valid
Y.1	0,413	0,1901	Valid
Y.2	0,504	0,1901	Valid
Y.3	0,496	0,1901	Valid
Y.4	0,486	0,1901	Valid
Y.5	0,588	0,1901	Valid
Y.6	0,633	0,1901	Valid
Y.7	0,570	0,1901	Valid
Y.8	0,644	0,1901	Valid
Y.9	0,771	0,1901	Valid

Processed Data SPSS 25 (2023)

According to the table above, a total of 19 statement items are valid and worth using in testing the validity of each statement of financial knowledge, financial attitude, and financial management behavior, all of which have a value greater than r table (rcount > rtable).

Table 2. Reliability Test Result

variable	Cronbach's alpha	Critical value	Conclusion
X$_1$	0,688	0,60	Reliable
X$_2$	0,646	0,60	Reliable
Y	0,741	0,60	Reliable

Processed Data SPSS 25 (2023)

Based on the table above, the results of the reliability test for each variable all have a large Cronbach's alpha of a critical value of 0.60. These results prove that the entire questionnaire for each variable meets the boundary criteria and it can be concluded that it is reliable.In this study, the outlier stage was carried out in the observation of the data, because the classic assumption test was carried out in this study but it gave results that the data distribution was not normal, which would interfere with the subsequent analysis process which resulted in the normality of the assumptions not being fulfilled in this study. So the researchers eliminated as many as 4 observational data, including:

Table 3. Outlier Results

Data to-
n20, n23, n30, n68

Source : processed data (2023)

In the following, the results of the classical assumption test are presented as a prerequisite before conducting multiple linear regression analysis.

Classic Assumption Test

Multicollinearity test results are as follows :

Table 4. Multicollinearity Test Results

No	Variable	*Tolerance*	VIF
1	Financial Knowledge (X_1)	1.000	1.000
2	Financial Attitude (X_2)	1.000	1.000

Source : Processed Data SPSS 25 (2023)

"The results of the multicollinearity test can be known by looking at the tolerance value and VIF value, if the Tolerance value is > 0.10 and VIF < 10.0, it means that multicollinearity does not occur" (Ghozali, 2016) [2]. Following the test results for financial knowledge and financial attitude variables, a tolerance value of > 0.1 and VIF < 10.0 means that the variable financial knowledge and financial attitude does not occur with multicollinearity on financial management behavior. The heteroscedasticity test analyzes if there is an inequality in variance and residuals in the regression model from one observation to the next. If the residual variance between observations remains constant, this is known as homoscedasticity; if it fluctuates, this is known as heteroscedasticity. Meanwhile, if the sig value is < 0.05, the model has heteroscedasticity.

The test's findings for heteroscedasticity are as follows:

Table 5. Heteroscedasticity Test Results

No	Variable	Sig
1	Financial Knowledge (X_1)	0.132
2	Financial Attitude (X_2)	0.967

Source : Processed Data SPSS 25 (2023)

The results of the heteroscedasticity test using the Park test, the output shows that there is no significant relationship between all independent variables on the residual absolute value, which is indicated by a sig value greater than 0.05, meaning that this model does not have symptoms of heteroscedasticity.

The findings of the SPSS normalcy test are as follows:

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		72
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.60780517
Most Extreme Differences	Absolute	.089
	Positive	.064
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.200[c,d]

Source : Processed Data SPSS 25 (2023)

The normality test aims to test whether the financial knowledge and financial attitude variables are normally distributed or not in the linear regression model. Using the Kolmogorov-Smirnov test criteria. The residuals are assumed to be normally distributed if the asymp Sig is larger than 0.05, and vice versa. From

the results of the Kolmogorov Smirnov method normality test, the result is 0.200, which means that the data is normally distributed.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.364	3.456		4.735	.000
	Pengetahuan Keuangan	.338	.100	.288	3.379	.001
	Sikap Keuangan	.872	.115	.644	7.563	.000

a. Dependent Variable: Financial Management Behavior

Source : Processed Data SPSS 25 (2023)

Primarily based on the table above, the regression equation model can be obtained as follows :

$$Y = a+b_1x_1+b_2x_2$$
$$= 16.364 + 0.338x_1 + 0.872x_2$$

The regression equation above can be explained as follows:

a. A value of 16,364 represents a constant or condition in which financial management behavior is not affected by financial knowledge (x1) and financial attitude (x2). The financial management behavior variable does not change if the independent variable does not exist.

b. The regression coefficient x_1 of 0.338 indicates that the financial knowledge variable positively affects financial management behavior, meaning that for every 1 unit increase in the financial knowledge variable, 0.338 units will be affected. Assuming that other variables are not considered in this study.

c. The regression coefficient x_2 of 0.872 indicates that the financial attitude variable positively affects financial management behavior, indicating that for every unit increase in the financial attitude variable, 0.338 units of financial management knowledge are affected.. Assuming that other variables are not considered in this study.

d. The regression coefficient value of the financial knowledge variable (X1) is 0.338 and the financial attitude is 0.872 which is positive, so together each increase in financial knowledge and financial attitude is 1 unit, it will increase financial management behavior by 0.338 + 0.872 = 1.21

Hypothesis test

Partial test using the t test. The t test is used to partially test each independent variable. Following are the results of the partial t test using SPSS.

Table 8. t-Test Results

No	Variable	t	Sig
1	Financial Knowledge (X1)	3.379	.001
2	Financial attitude (X2)	7.563	.000

Source : Processed Data SPSS 25

1. If the sig value < 0.05 or t_{count} > t_{table}, then there is an influence of the x variable on y.
2. And conversely if the sig value > 0.05 or t_{count} < t_{table}, then the x variable cannot influence y.

95% confidence level, a = 0.05

$T_{table} = t(a/2;n –k–1)$
$= t(0,025;69) = 1.997$

It can be concluded :

1.   First hypothesis testing (H[1])

It is known that the sig value for the influence of X1 on Y is equal to 0.001 < 0.05 and the value of t count is 3.379 > t table 1.997, so that financial knowledge influences the behavior of financial management

in micro business actors in Sail District. So that the first hypothesis which reads "Allegedly Financial Knowledge has a significant influence on Financial Management Behavior" is accepted.

2.   Second hypothesis testing (H^2)

It is known that the sig value for the influence of X2 on Y is equal to 0.000 <0.05 and the value of t count is 7.563 > t table 1.997, so that financial attitudes influence the behavior of financial management in micro business actors in Sail District. So that the second hypothesis which reads "Allegedly Financial Attitudes have a significant influence on Financial Management Behavior" is accepted

The simultaneous test uses the F test. Based on SPSS, the following F test results are presented:

Table 9. F-Test Result

No	F	Sig
1	34.381	.000

Source : Processed Data SPSS 25

1. If the sig value < 0.05 or f_{count} > f_{table} then there is a simultaneous effect of variable x on variable y.
2. And conversely if the sig value > 0.05 or f_{count} < f_{table} then there is no effect of variable x simultaneously on variable y.

Then it can be concluded as follows:

1.   Testing the third hypothesis (H3)

Based on the table above, it is known that the significance value for the effect of X1 and X2 simultaneously on Y is 0.000 <0.05 and the fcount value is 34,381 > ftable 3,128. So that financial knowledge and financial attitudes simultaneously influence financial management behavior in micro business actors in Sail District. So that the third hypothesis which reads "It is suspected that financial knowledge and financial attitudes have a significant effect on financial management behavior." be accepted.

Determination Coefficient Test

This test measures the percentage of independent variables that are able to explain changes in the dependent variable based on the coefficient of determination. The value of this coefficient of determination is between zero and one. The greater the R^2 (closer to 1), the stronger the influence of the independent variables simultaneously, and vice versa. The following are the findings of the coefficient of determination test performed with SPSS:

Table 10. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.706	.499	.485	1.000

Source : Processed Data SPSS 25 (2023)

Based on the table above, it can be seen that the R^2 table explains the coefficient of determination. And obtained the number R^2 (R Square) of 0.499. it method that the impact of financial knowledge and financial attitudes on financial management behavior is 49.9% whilst the remaining 50.1% is impact by means of different variables that are not covered in this regression version.

IV.   DISCUSSION

Effect of financial knowledge on financial management behavior

After testing, the results of the partial hypothesis testing show significant results on the financial knowledge variable on financial management behavior. It is known that the sig value for the influence of X_1 on Y is equal to 0.001 <0.05 and the value of t_{count} is 3.379 > t_{table} 1.997, so that financial knowledge influences the behavior of financial management in micro business actors in Sail District. The results of this study state that financial knowledge has a partial effect on financial management behavior, in line with the results of the research by Climate Humaira (2018) [3] which also shows that there is a positive effect of financial knowledge on financial management behavior in MSMEs in the Bantul Batik Craft Center. This is evidenced by the coefficient the regression is 0.452, the calculated t value is greater than t table (4.619> 2.034), and the significance level is less than 0.05 (0.000 <0.05).

The influence of financial attitude on financial management behavior

After testing, the consequences of the partial speculation testing show significant outcomes on the financial attitude variable on financial management behavior. It is known that the sig value for the influence of X_2 on Y is equal to 0.000 <0.05 and the value of t_{count} is 7.563 > t_{table} 1.997, so that financial attitudes influence the behavior of financial management in micro business actors in Sail District. So that the second hypothesis which reads "Allegedly Financial Attitudes have a significant influence on Financial Management Behavior" is accepted.The results of this study state that financial attitudes have a partial effect on financial management behavior, in line with the results of research by Yusufina, J. R., Sisilia, K., & Setyorini, R. (2022) [12] "which also shows that financial attitudes have a positive and significant influence on financial management behavior to MSME actors in Bandung Regency".

The influence of financial knowledge and attitudes on financial management behavior

The findings of simultaneous hypothesis testing reveal that the variables of financial knowledge and financial attitudes toward financial management behavior are significant. The significance value for the influence of X1 and X2 on Y at the same time is 0.000 < 0.05, and the fcount value is 34,381 > ftable 3,128. As a result, financial knowledge and financial attitude both impact financial management behavior among Sail District microbusiness players.According to the findings of this study, financial knowledge and financial attitudes both impact financial management behavior., in accordance with Sulastri's findings (2021) [10] "which also shows that each variable has a significant influence on the financial management behavior of farmers with a significance value of 0.002 and 0.001 respectively, which is higher smaller than 0.05".

V.   CONCLUSION AND RECOMMENDATIONS

Conclusions

Based on the results of research that has been conducted on micro-entrepreneurs in Sail District, regarding the affect of financial knowledge and financial attitudes on financial management behavior. So it may be concluded as follows :

1. There's a significant influence of financial knowledge on financial management behavior in micro business actors in Sail District. This is evidenced by the sig value for the effect of X_1 on Y which is 0.001 <0.05 and the t_{count} value is 3,379 > t_{table} 1,997.

2. There's a significant influence of financial attitudes on financial management behavior in micro business actors in Sail District. This is evidenced by the sig value for the effect of X_2 on Y which is 0.000 <0.05 and the t_{count} value is 7.563 > t_{table} 1.997.

3. There's a significant effect of financial knowledge and financial attitudes on financial management behavior in micro business actors in Sail District. This is evidenced by the significance value for the effect of X_1 and X_2 simultaneously on Y which is 0.000 <0.05 and the f_{count} value is 34,381 > f_{table} 3,128.

Recommendations

Based on the research and conclusions described above, the suggestions that can be given are:

1. For the government: to always conduct counseling about the importance of having good financial knowledge and financial attitude. In order for people's financial management behavior to be even better so that people become prosperous.

2. For micro entrepreneurs: to be more careful in dealing with finances in order to have better financial management behavior. So that micro entrepreneurs become more prosperous.

3. For future researchers: further research can be conducted on other community groups with different and unique characteristics. For example: farmers, people in certain businesses, or if you want to use MSMEs as objects, you can do this for MSMEs with various centers such as: fashion, services, automotive, and internet technology. Or use other districts as objects, so that the information obtained is more varied.

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