FINANCIAL SATISFACTION ON MILLENNIALS: EXAMINING THE RELATIONSHIP BETWEEN FINANCIAL KNOWLEDGE, DIGITAL FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDE, AND FINANCIAL BEHAVIOR

JAM
20, 2
Received, March '22
Revised, April '22
Accepted, May '22

Rani Arifah Normawati
Sri Mangesti Rahayu
Saparila Worokinasih
Faculty of Administrative Science, University of Brawijaya, Indonesia

Abstract: It is essential to know the financial satisfaction of the millennials because they are prone to experiencing financial problems due to their characteristics and the complexity of Digital Financial Services (DFS). Millennials are responsible for their financial decisions to increase financial satisfaction, so the meaning of financial attitudes, and financial knowledge, coupled with digital financial knowledge, is significant for financial decisions and behavior. This study examines the factors that predict financial satisfaction and examine the mediated effect of financial behavior on the relationship between financial knowledge, digital financial knowledge, financial attitude, and financial satisfaction. A sample of 306 millennials on Surabaya was selected. A quantitative analysis technique using PLS was applied. The final model showed financial knowledge, digital financial knowledge, and financial attitudes positively influence financial behavior. Financial behavior significantly moderates the relationship between financial knowledge, digital financial knowledge, financial attitude, and financial satisfaction.

Keywords: Financial Satisfaction, Financial Knowledge, Digital Financial Knowledge, Financial Attitude, Financial Behavior

Cite this article as: Normawati, R. A., S. M. Rahayu, and S. Worokinasih. 2022. Financial Satisfaction On Millenials: Examining the Relationship between Financial Knowledge, Digital Financial Knowledge, Financial Attitude, and Financial Behavior. Jurnal Aplikasi Manajemen, Volume 20, Number 2, Pages 354–365. Malang: Universitas Brawijaya. http://dx.doi.org/10.21776/ub.jam.2022.020.02.12.

Journal of Applied Management (JAM) Volume 20 Number 2, June 2022 Indexed in DOAJ - Directory of Open Access Journals, ACI - ASEAN Citation Index, SINTA - Science and Technology Index, and Google Scholar.

Financial satisfaction has become the attention of researchers and policymakers. Financial satisfaction is considered one element that makes up the quality of life and creates happiness (Saurabh and Nandan, 2018; Co, 2016). So, that attention is needed in the broad economic context because it is related to the development of public policies to increase people's life satisfaction, formulate strategies for a business, and make personal financial planning for individuals. Academicians have also started placing greater emphasis on the study of financial satisfaction, such as studies conducted by Co (2016), Xiao and Porto (2017), Saurabh and Nandan (2018), Arifin (2018), and Riitsalu and Murakas (2019).

Corresponding Author: Rani Arifah Normawati, Faculty of Administrative Science, University of Brawijaya, Indonesia, DOI: http://dx.doi.org/10.21776/ub.jam.2022.020.02.12

A recent study has also examined the relationship between financial satisfaction, financial behavior, and financial knowledge (Arifin, 2018; Joo and Grable, 2004; Falahati et al., 2012; Xiao and Porto, 2017; Saurabh and Nandan, 2018; Arifin, 2018; Ramalho and Forte, 2019; Scheresberg, 2013). However, none of these studies has discussed digital financial knowledge in their research. This area is critically not widely presented in the scientific literature. Even though strengthening digital financial knowledge is currently considered necessary, even becoming one of the global policy agendas and the agenda of many countries globally (Morgan et al., 2019; OECD, 2018). This agenda also being one of the Indonesian government's action plans through Otoritas Jasa Keuangan (OJK), from 2020 to 2024 (OJK, 2020). Therefore, digital financial knowledge will also be investigated more deeply to fill this gap. Digital financial knowledge is needed to complete financial knowledge. Amid the rapid development of Digital Financial Services (DFS), digital financial knowledge is required to ensure that the financial decisions taken are sound financial decisions. Digital financial knowledge is essential because DFS provides many benefits, but on the other hand, it creates new risks that previously might not exist in conventional financial services (OECD, 2018; OJK, 2020).

The discussion about the current use of DFS reminds us of a generation to be closest to technology and is earlier in contact with DFS, the millennial generation (Ali et al., 2017). Millennials have tremendous potential in using technology compared to previous generations. Millennials also have unique characteristics (MacKenzie and Scherer, 2019). They are experience-seekers who prefer to consume experience and prioritize lifestyle (Yuswohady, 2017), tend to be consumptive (Utomo, 2019), and like freedom (Yuswohady, 2017). They prefer to choose the emergence of temporary jobs with short-term contracts made directly to each individual (also known as the gig economy trend) (McCue, 2018; Widodo, 2019; BPS, 2020). So, this trend should be followed by greater responsibility in financial planning for the future (Morgan et al., 2019).

Currently, the millennial generation, with all its characteristics, is financially in a vulnerable position. Millennials not only face the increasing complexity of digital financial services, but they will also face more significant financial risks in the future. Concerns about the conditions have led to measuring and explaining the personal financial satisfaction of millennials. The current financial satisfaction can represent the financial conditions. Financial satisfaction can predict financial prosperity in the future.

By a better understanding of the factors that affect the financial satisfaction of millennials, it can be a consideration for researchers and policymakers to develop more effective education to increase the millennials' life satisfaction in the future. It is undeniable that millennials will be the largest population compared to other generations. Based on the explanation, this study examines whether financial knowledge, digital financial knowledge, and financial attitude affect financial behavior. Other examinations are financial knowledge, digital financial knowledge, and financial attitude affect financial satisfaction directly or indirectly through mediating factors and financial behavior.

LITERATURE REVIEW

Financial Knowledge

Financial knowledge refers to a basic understanding of financial concepts. Financial knowledge is one of the critical dimensions of financial literacy, and in line with the developments, financial knowledge is equated with financial literacy (Huston, 2010). Herd in Garg and Singh (2018) stated that financial knowledge is the knowledge that a person has of his financial situation and is a prerequisite for effective individual financial decision making.

Digital Financial Knowledge

Digital financial knowledge is a multi-dimensional concept that includes financial and digital knowledge (OECD, 2018). Digital financial knowledge has the same basis as financial literacy and adds digital aspects (Tony and Desai, 2020). The OECD in Morgan et al. (2019) stated that digital financial literacy includes digital products and services, awareness of digital financial risks, and digital knowledge.

Financial Attitude

Financial attitude is a state of thought, opinion, and judgment about finances (Arifin, 2018). Financial attitude is a predisposition to behave in a certain way formed because of several economic and non-economic beliefs that individuals have on the results of certain behaviors (Ajzen, 1991; Garg and Singh, 2018). The OECD report on financial literacy stated that knowledge and ability to do things in a certain way are influenced by individual attitudes (OECD, 2017).

Financial Behavior

Financial behavior refers to financial management techniques adopted by a person. Financial behavior refers to handling one's income and financial situation, namely the individual's orientation to daily financial problems (Saurabh and Nandan, 2018). Falahati et al. (2012) said that financial behavior means the ability of individuals to manage their finances to be successful in life. Meanwhile, Joo and Grable (2004) mention saving behavior, planning for retirement, setting financial goals, budgeting, and loans as components to see a person's financial behavior.

Financial Satisfaction

Financial satisfaction is an integral component of each individual's perceived financial well-being, related to psychological well-being. Financial satisfaction refers to a person's feelings regarding all aspects of his financial situation, especially income, ability to meet primary needs, and ability to take action during a financial emergency (Saurabh and Nandan, 2018). Arifin (2018) stated that satisfaction could be measured through savings, loans, current financial condition, ability to meet long-term needs, funds for emergency needs, and financial management skills.

HYPOTHESIS DEVELOPMENT

The hypothesis and framework of the research model were developed in this study based on the Behavioral Finance study. The relationship between variables formulated in the research hypothesis is explained by middle-range theory, Social Cognitive Theory (SCT), and Telic Theory. Financial knowledge, digital financial knowledge, and financial attitude were investigated to determine their effect on financial behavior based on SCT. In SCT, knowledge provides substance and thinking operations to solve cognitive problems, one of the determinants of personal factors. While the affective domain is about what people think, believe, and feel. In this study, the determinants of personal factors are adopted and expressed by financial knowledge, digital financial knowledge, and financial attitudes, then examined to determine their effect on financial behavior. In this study, the researcher added a financial satisfaction variable that adopted the research conducted by Hira and Mugenda (2011) and Arifin (2018). The addition of financial satisfaction as a variable and the end of the research framework uses the concept of Subjective Well-Being, based on Telic Theory. Telic Theory, known as the endpoint theory, was put forward by Wilson (1960).

Financial knowledge allegedly influences financial behavior. Ramalho and Forte (2019) stated that financial knowledge is one determinant that influences financial behavior. Analysis has also been carried out by Joo and Grable (2004), Klapper et al., (2013), Scheresberg (2013), Arifin (2017), Arifin (2018), Saurabh and Nandan (2018). The research results conducted by Arifin show that financial knowledge affects financial behavior (Arifin, 2017; Saurabh and Nandan, 2018; Ramalho and Forte, 2019).

H1. Financial knowledge has a significant effect on financial behavior

Setiawan (2020) examined the relationship between digital financial literacy (DFL), current saving behavior, current spending behavior, and views of future spending behavior and saving behavior among millennials in Indonesia. The results show that DFL positively affects current saving behavior and current spending behavior. In addition, current saving behavior and spending behavior contribute to future spending behavior and saving behavior (Setiawan, 2020).

H2. Digital financial knowledge has a significant effect on financial behavior

Individuals' financial decisions are influenced by a financial attitude, although the individual has sufficient knowledge and skills to behave in a certain way. Thus, financial attitudes are considered an essential element in financial literacy, considering that individual preferences determine financial behavior (OECD, 2016). Falahati et al. (2012) examined the variables of financial attitude and financial behavior and stated that financial attitude directly relates to financial behavior. It is similar to Arifin (2018), which showed that financial knowledge and financial attitude positively affect financial behavior.

H3. Financial attitude has a significant effect on financial behavior

Financial knowledge influences financial satisfaction (Arifin, 2018). Hasibuan and Lubis (2018), using the term financial literacy in their research, also show the same results. Meanwhile, the study results conducted by Falahati et al. (2012) showed that financial literacy significantly influences financial satisfaction.

H4: Financial knowledge has a significant effect on financial satisfaction.

Falahati et al. (2012) stated that financial attitude is one variable that affects financial satisfaction, although it has a smaller value than other variables. Arifin (2018) showed that all exogenous variables, including financial attitude, significantly influence financial satisfaction.

H5: Financial attitude has a significant effect on financial satisfaction.

Financial behavior can affect financial satisfaction. Research conducted by Joo and Grable (2004) showed that financial behavior directly or indirectly affects financial satisfaction. Hasibuan and Lubis (2018) and Arifin (2018) showed that financial behavior influences financial satisfaction. Falahati et al. (2012) also have similar results. Financial behavior is the primary determinant variable that affects financial satisfaction, with the highest results compared to other variables. In contrast, Co (2016) revealed that financial behavior is not the primary determinant factor affecting financial satisfaction.

H6: Financial behavior has a significant effect on financial satisfaction

METHOD

This paper uses quantitative data obtained through a questionnaire distributed online. The number of samples obtained is 306 millennials. Collecting and selecting the samples uses the purposive sampling technique, as particular qualifications need to be fulfilled to participate in the study. Respondents are millennials in Surabaya, with a birth span between 1981 and 1996, according to the classification carried out by Frey (2018) and BPS (2020). Millennials in Surabaya were chosen because millennials prefer to live in big cities due to the economic slowdown in suburbs and millennials' preferences to develop their lives in terms of creativity, technological sophistication, career opportunities, and lifestyles (Frey, 2018). Based on empirical studies, the millennial generation in Surabaya, especially employees, face problems related to finances. They feel that they do not have enough money for living, are not satisfied with their salary, worry about debt, and are not satisfied with retirement savings and the overall financial situation (Angelica et al., 2019).

Well-designed questionnaires were distributed online using the Google Forms application. Furthermore, the google form link is disseminated through social media (WhatsApp Group, Telegram, Instagram, and Facebook). Forty-four questions need to be answered. In addition, the anonymity and confidentiality of respondents will also be guaranteed. There are two parts to the data collection instrument. The first part is the respondents' demographic characteristics, including age, education level, gender, marital status, profession, and income.

The second part includes closed questions on a 5-points Likert scale, where 1 = “strongly disagree” and 5 = “strongly agree.”

The financial knowledge variable was measured using the dimensions of Dai et al. (2021). That dimensions are knowledge, ability regarding budgeting, loans, savings, and investments. There is no generally accepted standard, and very few studies have investigated the impact of digital knowledge, especially on financial literacy (Lyons et al., 2019). So, digital financial knowledge is measured through dimensions that adopt the policy guidelines presented by the OECD to achieve financial inclusion in G20 countries. These dimensions include trust in DFS, the financial system, innovations, personal information risk, dependency risk, and digital crimes (OECD, 2018). Financial attitude represents thoughts, opinions, and judgments about finance. Mien and Thao

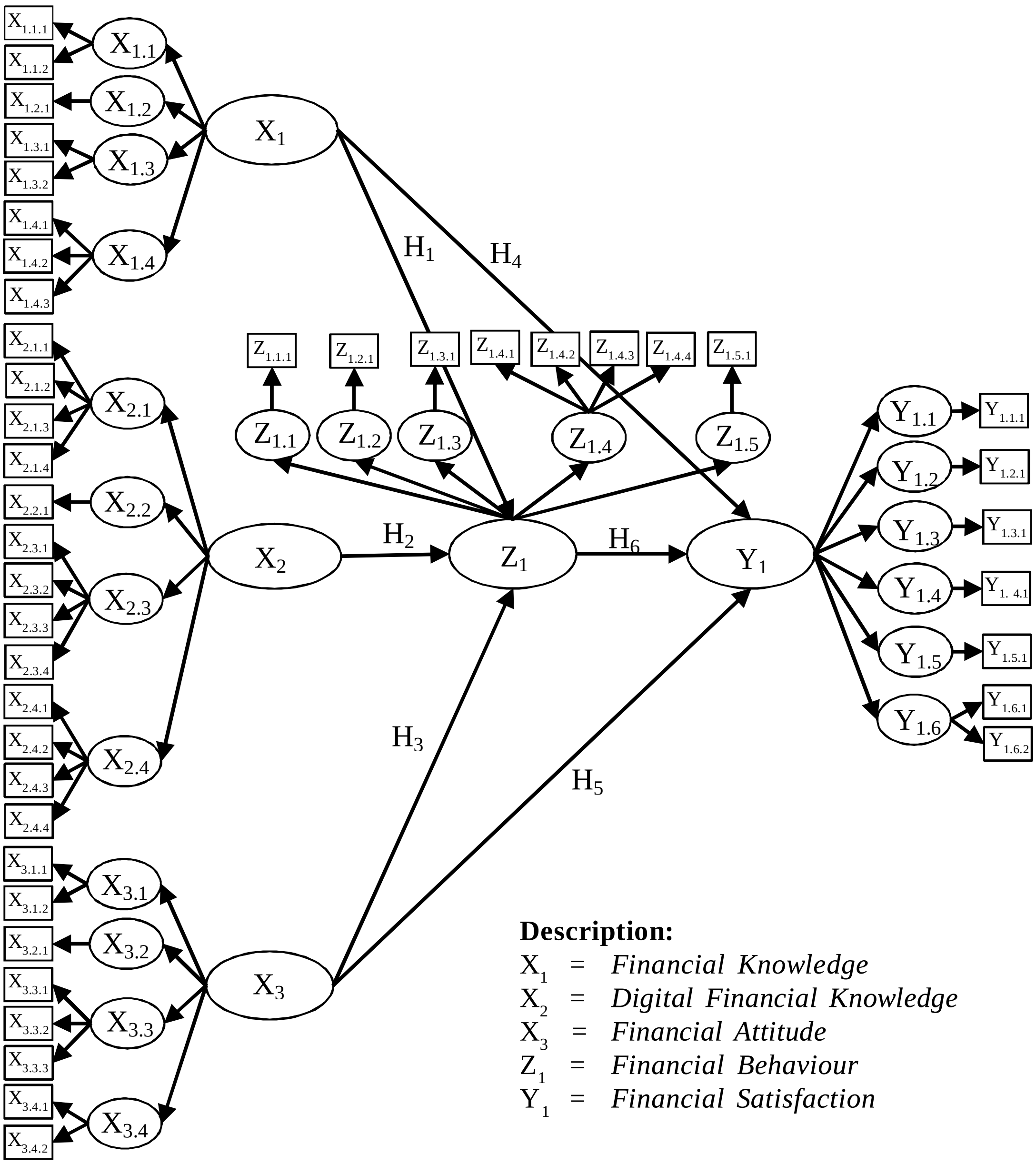

Figure 1. Path Diagram

(2015) adopted the measurement of financial attitude. Financial behavior variables are measured from saving behavior, planning for retirement, setting financial goals, budgeting, and loans (Joo and Grable, 2004). Financial satisfaction was adopted from Arifin (2018), which includes savings, loans, current financial condition, ability to meet long-term needs, funding for emergencies, and financial management skills. The analytical technique used in this study is Structural Equation Modeling (SEM), carried out using the WarpPLS.

RESULTS

Regarding the demographics of the respondents who have participated in filling out the questionnaire, female respondents dominate (57.5%). The most recent education is D4/S1, with as many as 127 respondents or 41.5%, almost half of the total respondents. The distribution of respondents based on occupation is dominated by respondents who work in the private sector (53.92%). Based on marital status, married respondents, as many as 159 respondents or 52%. Meanwhile, the number of unmarried respondents was 147 respondents or 48%.

Inferential statistics

The first step in the PLS analysis is to design the outer and inner models. The next step is to construct the path diagram. Analysis using path aims to determine the direct or indirect effect of financial knowledge, digital financial knowledge, financial attitude, financial behavior, and financial satisfaction variables. The design of the model and path diagram is as follows (Figure 1)

Assessing Measurement Model

Convergent validity 2nd order is intended to determine whether the dimensions are valid in measuring variables. A measurement is declared valid if the loading factor is positive and greater than 0.5. The validity test results of all sizes that measure the variables have a loading factor value > 0.5. Thus, these dimensions are declared valid in measuring the variables. Convergent validity 1st-order is intended to determine whether or not the indicator is valid in measuring dimensions. Abdillah and Hartono (2015) stated that an indicator is declared valid if the loading factor is positive and greater than 0.5 because it is an early stage of development research. The 1st-order result test shows that all the indicators have a loading factor of more than 0.5.

The AVE test results will reflect each latent factor in the reflective model. AVE values in this research have above 0.5 and are higher than the cross-loading correlation value. Discriminant validity is calculated using the cross-loading value. In this test, the cross-loading value is greater than the correlation between the indicator and other variables. The criteria of composite reliability in all dimensions are greater than 0.7. Thus, all of these indicators are declared reliable. The Cronbach's alpha in all dimensions is greater than 0.6.

Assessing Structural Model

The Goodness of Fit Model in the PLS analysis uses the coefficient of determination (R-Square). The R-Square value for the financial behavior is 0.472, which indicates the moderate model. This value implies that the diversity of financial behavior can be explained by the variables of financial knowledge, digital financial knowledge, and financial attitude of 47.2%. The contribution of the three variables, financial knowledge, digital financial knowledge, and financial attitude towards financial behavior, is 47.2%. The rest, or 52.8%, is the contribution of other variables not discussed in this study.

The value of Q^2 predictive relevance to endogenous variables is declared if the value is > 0. Q-square variable financial behavior is 0.472. Its shows that financial knowledge, digital financial knowledge, and financial attitude have solid predictive power on financial behavior. Then the financial satisfaction Q-square is 0.304. It shows that financial knowledge, digital financial knowledge, financial attitude, and financial behavior have reliable predictive power on financial satisfaction.

Direct Effect

From the direct effect test, it is known that the value of the entire path coefficient is positive, which means that the whole hypothesis can be accepted. Meanwhile, the whole p-value shows a p-value <

Table 1. Direct Affect

Exogen	Endogen	Path Coefficient	SE	P-Value
Financial knowledge	Financial behaviour	0.160	0.056	0.002
Digital financial knowledge	Financial behaviour	0.304	0.055	<0.001
Financial attitude	Financial behaviour	0.323	0.054	<0.001
Financial knowledge	Financial satisfaction	0.262	0.055	<0.001
Financial attitude	Financial satisfaction	0.133	0.056	0.009
Financial behaviour	Financial satisfaction	0.442	0.053	<0.001

Table 2. Indirect Affect

Exogen	Intervening	Endogen	Indirect Coefficient	SE	P-Value
Financial knowledge	Financial behaviour	Financial satisfaction	0.071	0.040	0.039
Digital financial knowledge	Financial behaviour	Financial satisfaction	0.135	0.040	<0.001
Financial attitude	Financial behaviour	Financial satisfaction	0.143	0.040	<0.001

significance level (alpha = 5%), so all effects are significant. The result of the direct effect is indicated in Table 1.

Indirect Effect

The indirect effect shows a positive and significant on all relationships. Overall direct effect, as mentioned before, shows positive and significant too. The result of the indirect effect is indicated in Table 2.

DISCUSSION

The Effect of Financial Knowledge on Financial Behavior

The first hypothesis that financial knowledge has a significant effect on financial behavior is acceptable. It follows the review submitted by Ozmete and Hira (2011). Someone who has financial knowledge applies these in their daily behavior. When a person has specific knowledge regarding what can and should not be done, the harm or benefit of something, they will consider the behavior carried out based on the knowledge disclosed. Empirically, these results strengthen Ramalho and Forte (2019). The results also support the conclusion that there is an influence between financial knowledge on financial behavior (Joo and Grable, 2004; Falahati et al., 2012; Klapper et al., 2013; Scheresberg, 2013; Santos and Abreu, 2013; Mien and Thao, 2015; Arifin, 2017; Hasibuan and Lubis 2018; Arifin, 2018; Saurabh and Nandan, 2018).

The Effect of Digital Financial Knowledge on Financial Behavior

Significant and positive between digital financial knowledge and financial behavior show that digital financial knowledge affects financial behavior. The analysis results between digital financial knowledge and financial behavior empirically support the research conducted by Setiawan (2020). Setiawan (2020) said that DFL positively affects current saving and spending behavior. In addition, current saving behavior and spending behavior contribute to future spending behavior and saving behavior. Another study found that education level is an essential determinant of awareness about digital platforms (Prasad et al., 2018; Shen et al., 2018). So, it is associated with the results of this study that strengthening digital financial knowledge can positively impact financial behavior, especially related to utilizing DFS. Based on this, strengthening digital financial knowledge, especially for the millennial generation with all its characteristics, needs to be carried out under the global policy and many countries' agendas.

Effect of Financial Attitude on Financial Behavior

The analysis results show that financial attitude is the most dominant effect on financial behavior. A higher financial attitude will lead to good financial behavior. This study empirically strengthens the research results conducted by Falahati (2012). His research found that financial attitude affects financial behavior (Falahati et al., 2012). The results also support the research conducted by Mien and Thao (2015), (Dai et al., 2021), and Arifin (2018).

Financial attitude is considered an essential element in financial literacy, considering that individual preferences determine financial behavior. Although individuals have adequate knowledge and skills to behave in certain ways, individual financial decisions are also influenced by one's financial attitude (OECD, 2016). Educators and policymakers can interpret the importance of financial attitude in shaping one's financial behavior. Strengthening financial knowledge and digital financial knowledge must also be accompanied by cultivating an excellent financial attitude.

Effect of Financial Knowledge on Financial Satisfaction

The hypothesis is declared acceptable based on the results obtained. The significant positive influence relationship between financial knowledge variables on financial satisfaction shows that the higher the millennial's financial knowledge will lead to good financial satisfaction. Vice versa, if a millennial has low financial knowledge, they will tend to have poor financial satisfaction. The test of the effect of financial knowledge on financial satisfaction in this study supports Falahati et al. (2012). Falahati et al. (2012) showed that financial literacy significantly affects financial satisfaction.

This result is similar to the results by Joo and Grable (2004). Joo and Grable (2004) found that financial knowledge directly influences financial satisfaction. Even financial knowledge has a dominant influence on financial satisfaction (Joo and Grable, 2004). The test results on the financial knowledge variable on financial satisfaction also strengthen the research results conducted by Co (2016). Furthermore, this study supports research conducted by Xiao and Porto (2017), Arifin (2018), and Hasibuan and Lubis (2018).

Effect of Financial Attitude on Financial Satisfaction

The significant positive influence relationship between the financial attitude variable on financial satisfaction shows that the higher the financial attitude of the millennials will positively impact financial satisfaction. This study indicates that financial attitude is one variable that affects financial satisfaction, supporting research conducted by Falahati et al. (2012) and Arifin (2018). Meanwhile, the research undertaken by Dare et al. (2020) supports one indicator in financial attitude, namely future orientation, and does not support indicators in other financial attitudes, namely attitude toward money.

Effect of Financial Behavior on Financial Satisfaction

The analysis results show that financial behavior is the most dominant effect on financial satisfaction. From the result, the higher financial behavior of the millennials will lead to reasonable financial satisfaction. This most dominant effect indicates that financial behavior plays an essential role in achieving financial satisfaction. The findings above provide insight that financial satisfaction is more shaped by financial behavior, while one's financial attitude more shapes financial behavior.

This statement is supported by the frequency distribution of financial behavior and financial satisfaction results. It aligns with Mien and Thao (2015) that good financial behavior can positively improve financial welfare and satisfaction. Empirically, this study supports research conducted by Joo and Grable (2004), Falahati et al. (2012), Co (2016), Xiao and Porto (2017), Hasibuan and Lubis (2018), and Arifin (2018). In the research conducted by Joo and Grable, it was found that financial behavior has a direct or indirect effect on financial satisfaction. Financial behaviors can provide the most significant contribution to financial satisfaction (Joo and Grable, 2004). A study conducted by Co (2016) revealed that financial behavior affects financial satisfaction, although it is not the primary determinant factor affecting financial satisfaction.

Effect of Financial Knowledge on Financial Satisfaction through Financial Behavior

Financial behavior has a partial mediation effect on the financial knowledge variable on financial satisfaction. Financial knowledge still positively and significantly influences financial satisfaction in the presence or absence of financial behavior. However, partial mediation can reduce the value of the direct influence of financial knowledge on financial satisfaction, which was initially 0.262 to 0.071. The mediating effect of financial behavior shows different results from the findings of Xiao and Porto (2017). In this study, financial behavior has a full mediating effect on the relationship between financial education and financial satisfaction. Adding financial behavior can change the relationship until it becomes influential (Xiao and Porto, 2017).

Effect of Financial Attitude on Financial Satisfaction through Financial Behavior

Financial behavior has a partial mediation effect on the financial attitude on financial satisfaction. It means whether or not there is a financial behavior and financial attitude still has a positive and significant influence on financial satisfaction. However, the partial mediation effect can increase the path coefficient value on the direct relationship of financial attitude to financial satisfaction, 0.133 to 0.143 on the indirect coefficient between financial attitude and financial satisfaction through financial behavior.

This study also strengthens Falahati et al. (2012) findings that financial attitude affects financial satisfaction through financial behavior. Falahati et al. (2012) stated that financial behavior partially mediates financial attitude and satisfaction. However, the existence of financial behavior can reduce the value of the direct effect of financial attitude on financial satisfaction.

CONCLUSIONS

A survey conducted on 306 millennials and analyzed using WarpPLS shows that financial knowledge, digital financial knowledge, and financial attitude positively affect financial behavior. The total coefficient on financial behavior shows that the most dominant effect is financial attitude. This result strengthens the OECD statement that financial attitude is considered an important element in financial literacy. At the same time, the results on financial satisfaction inform that the most dominant variable influencing financial satisfaction is financial behavior.

The indirect relationship between financial knowledge and financial attitude on financial satisfaction through financial behavior shows that financial behavior has a partial mediation effect. This result can be interpreted that the presence or absence of financial behavior, financial knowledge, and financial attitude still affects financial satisfaction. However, the existence of financial behavior can reduce the value of the direct influence of financial knowledge on financial satisfaction. On the other side, financial behavior can increase the value of the direct effect of financial attitude on financial satisfaction.

IMPLICATIONS

The results of this study provide both theoretical and practical implications. The theoretical implication given is to provide empirical evidence, according to Bandura's Social Cognitive Theory, that the cognitive aspects and affective aspects of personal factors are related to behavior. Furthermore, the results of this study provide empirical evidence from Wilson (1960) regarding the Telic Theory of Subjective Well-Being. The formulation means having good financial knowledge, digital financial knowledge, financial attitude, and financial behavior can lead to high financial satisfaction.

The practical implication of this research gives the insight to implement financial education programs, not only to focus on financial knowledge for millennials but also to add digital financial knowledge to prevent the millennial generation from risks that may arise due to the use of DFS. These efforts can be made by providing public services or digital platforms easily accessible to the millennial generation. However, strengthening these two things is not enough because, based on the results of this study, it is also necessary to enhance the financial attitude. The cultivation of an excellent financial attitude must be cultivated even earlier and more important than the provision of financial knowledge and digital financial knowledge because financial attitudes are allegedly more vital in shaping financial behavior.

Furthermore, good financial behavior must also be formed through a campaign of good financial behavior by influencers close to the millennial generation, considering that financial behavior is also a substantial variable in financial satisfaction. Other forms of financial planning assistance to the community can also be carried out so that the program to strengthen financial literacy has a more accurate impact.

LIMITATIONS

This study has several limitations. The number of samples and fields studied in this research is limited. In addition, this research bases its conceptual model on the SCT by Bandura, where behavior is described as a triadic reciprocal. This study has not used environmental factors and only focuses on personal factors, primarily cognitive and affective aspects. Lastly, further research can be combined with subjective and objective measurements of financial knowledge, digital financial knowledge, and financial satisfaction to confirm respondents' answers.

RECOMMENDATIONS

For researchers and academics, further research with a similar focus can be developed, for example, by expanding the population and sample or increasing the number of samples so that conditions are more representative for the millennial. Further research also can develop a more complex research model using all the factors in the SCT theory, exploring the triadic reciprocal between personal, environmental, and behavioral factors. Developing similar research also be based on other grand theories, such as TRA and TPB, thus enriching the results of Behavioral Finance studies. Finally, to get a more accurate measurement, it is possible to combine subjective and objective measurement models for the variables of financial knowledge, digital financial knowledge, and financial satisfaction.

REFERENCES

Abdillah, Willy and Hartono, Jogiyanto. 2015. *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi Offset.

Ajzen, I. 1991. *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T. Academic Press. Inc.

Ali, H., Purwandi, L., Nugroho, H., Ekoputri, A. W., and Halim, T. 2017. *The Urban Middle-Class Indonesia: Financial and Online Behavior.* Alvara Research Center. [Online]. From: https://alvara-strategic.com/wp-content/uploads/whitepaper/The-Urban-Middle-Class-Millenials.pdf.

Angelica, N., Astuti, D., and Evelyn, E. 2019. *Hesitancy to Seek Help Millennial Generation in Surabaya.* Journal of Accounting, Entrepreneurship and Financial Technology (Jaef), 1(1), 49–60. Surabaya : Universitas Ciputra Surabaya.

Arifin, A. Z. 2017. *The Influence of Financial Knowledge, Control and Income on Individual Financial Behavio*r. European Research Studies Journal, XX(3), 635–648. Greece: International Strategic Management Association (ISMA).

Arifin, A. Z. 2018. *Influence Factors toward Financial Satisfaction with Financial Behavior as Intervening Variable on Jakarta Area Workforce*. European Research Studies Journal, XXI(1), 90–103. Greece: International Strategic Management Association (ISMA).

BPS. 2020. *Keadaan Pekerja di Indonesia Februari 2020*.

Co, S. 2016. *Understanding Factors Affecting Financial Satisfaction/ : The Influence of Financial Behavior, Financial Knowledge and Demographic*s. Imperial Journal of Interdisciplinary Research (IJIR), 2(5), 377–385. India: Imperial Publishing House.

Dai, R. M., Kostini, N., and Tresna, P. W. 2021. *The Influence of Financial Attitude and Financial literacy on Behavioral Finance/ : A Study on Leading Small and Medium Enterprises in Cimahi City, Indone-*

sia. Review of Integrative Business and Economics Research, 10(1), 322–329.

Dare, S., van Dijk, W., Dijk, E., Dillen, L., Gallucci, M., and Simonse, O. 2021. *The Road to Financial Satisfaction: Testing the Paths of Knowledge, Attitudes, Sense of Control, and Positive Financial Behaviors*. Journal of Financial Therapy. 11. 10.4148/1944-9771.1240.

Falahati, L., Sabri, M. F., and Paim, L. H. J. 2012. *Assessment a Model of Financial Satisfaction Predictors: Examining the Mediate Effect of Financial Behaviour and Financial Strain*. World Applied Sciences Journal, 20(2), 190–197. Pakistan: IDOSI Publications.

Frey, W. H. 2018. *The Millenial Generation/ : A Demographic Bridge to America's Diverse Future* (Issue January). Brooking.

Garg, N., and Singh, S. 2018. *Financial Literacy among Youth*. International Journal of Social Economics, 45(1), 173–186. United Kingdom: Emerald Group Publishing Ltd.

Hasibuan, B. K. and Lubis, Y. M. 2018. *Financial Literacy and Financial Behavior as a Measure of Financial Satisfaction*. Advances in Economics, Business, and Management Research (AEBMR). Atlantis Press.

Hira, Tahira and Mugenda, Olive. 2000. *Gender Differences in Financial Perceptions Behaviors and Satisfaction*. Journal of Financial Planning. 13.

Huston, S. J. 2010. *Measuring Financial Literacy*. The Journal of Consumer Affairs, 44(2), 296–316. United States: Wiley-Blackwell.

Joo, S. and Grable, J. E. 2004. *An Exploratory Framework of the Determinants*. Journal of Family and Economic, 25(1), 25–50. Human Sciences Press, Inc.

Klapper, L., Lusardi, A., and Panos, G. A. 2013. *Financial Literacy and its Consequences: Evidence from Russia during the Financial Crisis*. Journal of Banking and Finance, 37(10), 3904–3923. Elsevier B.V.

Lyons, A., Kass-Hanna, J., Liu, F., Greenlee, A., and Zeng, L. 2019. *Building Financial Resilience Through Financial and Digital Literacy in South Asia and Sub-Saharan Africa*. SSRN Electronic Journal.

MacKenzie, W. I. and Scherer, R. F. 2019. *Millennial Research on Fleek: Suggestions for improving Generational Research Design*. Journal of Social Psychology, 159(2), 119–124. https://doi.org/10.1080/00224545.2019.1572967.

McCue, T. 2018. *57 Million U.S. Workers are Part of the Gig Economy*. Forbes. [Online]. From: https://www.forbes.com/sites/tjmccue/2018/08/31/57-million-u-s-workers-are-part-of-the-gig-economy/#b809f5471186.

Mien, N. T. and Thao, T. 2015. *Factors Affecting Personal Financial Management Behaviors: Evidence from Vietnam*. Proceedings of the Second Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP15Vietnam Conference), 4, 1–16.

Morgan, P. J., Huang, B., and Trinh, L. Q. 2019. *The Need to Promote Digital Financial Literacy for the Digital Age*. ADB.Org, 40–46.

OECD. 2016. *OECD/INFE International Survey of Adult Financial Literacy Competencies*. OECD, 1–100.

OECD. 2017. *G20/OECD INFE Core Competencies Framework on Financial Literacy for Adults*. Financial Literacy in G20 Countries. 1–80.

OECD. 2018. *G20/OECD INFE Policy Guidance on Digitalisation and Financial Literacy*. 1–25. [Online]. From:http://www.oecd.org/finance/G20-OECD-INFE-Policy-Guidance-Digitalisation-Financial-Literacy-2018.pdf.

OJK. 2020. *Digital Finance Innovation Road Map And Action Plan 2020-2024*. 1st Product (2020-2024), 52.

Ozmete, E. and Hira, Tahira. 2011. *Conceptual Analysis of Behavioral Theories / Models: Application to Financial Behavior*. European Journal of Social Sciences. 18. 386-404.

Prasad, H., Meghwal, D., and Dayama, V. 2018. *Digital Financial Literacy: A Study of Households of Udaipur*. Journal of Business and Management, 5(5), 23–32. https://doi.org/10.3126/jbm.v5i0.27385.

Ramalho, T. B. and Forte, D. 2019. *Financial Literacy in Brazil – Do Knowledge and Self-Confidence Relate with Behavior?*. RAUSP Management Journal, 54(1), 77–95. https://doi.org/10.1108/RAUSP-04-2018-0008.

Riitsalu, L. and Murakas, R. 2019. *Subjective Financial Knowledge, Prudent Behaviour and Income: The Predictors of Financial Well-being in Estonia*. International Journal of Bank Marketing, 37(4), 934–950. https://doi.org/10.1108/IJBM-03-2018-0071.

Santos, E. and Abreu, M. 2013. *Financial Literacy, Financial Behaviour, and Individuals' Over-indebtedness*. Working Paper, 1–30.

Saurabh, K. and Nandan, T. 2018. *Role of Financial Risk Attitude and Financial Behavior as Mediators in Financial Satisfaction Empirical Evidence From India*. South Asian Journal of Business Studies, 7(2), 207–224. https://doi.org/10.1108/SAJBS-07-2017-0088.

Scheresberg, C. de B. 2013. *Numeracy Advancing Education in Quantitative Literacy Financial Literacy and Financial Behavior among Young Adults: Evidence and Implications.* Numeracy, 6(2), 1–23. https://doi.org/10.5038/1936-4660.6.2.5.

Setiawan, M. 2020. *Digital Financial Literacy, Current Behavior of Saving and Spending and its Future Foresight*. Economics of Innovation and New Technology. https://doi.org/10.1080/10438599.2020.1799142.

Shen, Y., Hu, W., and Hueng, C. J. 2018. *The Effects of Financial Literacy, Digital Financial Product Usage And Internet Usage on Financial Inclusion in China.* MATEC Web of Conferences, 228. https://doi.org/10.1051/matecconf/201822805012.

Tony, N. and Desai, K. 2020. *Impact of Digital Financial Literacy on Digital Financial Inclusion*. International Journal of Scientific and Technology Research, 9(1), 1911–1915.

Utomo, W. P. 2019. *Indonesia Millennial Report 2019*. IDN Research Institute, 01, 61. [Online]. From:https://www.idntimes.com/indonesiamillennialreport2019.

Widodo, A. S. 2019. *Peran Internet dalam Meningkatkan Jumlah Pekerja Lepas di Indonesia.* NYIMAK/ : Journal of Communication, 3(2), 97–202.

Wilson, W. R. 1960. *An Attempt to Determine Some Correlates and Dimensions of Hedonic Tone (Doctoral Dissertation)*. Proquest Dissertations & Theses database (6006588).

Xiao, J. J. and Porto, N. 2017. *Financial Education and Financial Satisfaction: Financial Literacy, Behavior, and Capability as Mediators.* International Journal of Bank Marketing, 35(5), 805–817. https://doi.org/10.1108/IJBM-01-2016-0009.

Yuswohady. 2017. *Millennials and The Fall of Materialism*. [Online]. From: https://ekbis.sindonews.com/berita/1266379/39/millennials-the-fall-of-materialism.