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THE INFLUENCE OF FINANCIAL KNOWLEDGE, FINANCIAL TECHNOLOGY AND FINANCIAL SELF-EFFICACY ON THE FINANCIAL BEHAVIOR OF QRIS USERS AMONG STUDENTS IN PONTIANAK CITY

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ABSTRACT

The development of digital technology in Indonesia, especially in the financial sector, has had a significant impact on people's transaction patterns. The use of digital payment systems, such as QRIS, is a solution for people who want convenience, speed, and security in transactions. This study aims to identify the influence of Financial Knowledge, Financial Technology, and Financial Self-Efficacy on the Financial Behavior of QRIS users among students in Pontianak City. The method used is associative with a quantitative research design. Data were collected through questionnaires distributed to 150 respondents, taken using a purposive sampling technique. The results of multiple linear regression analysis show that the three independent variables have a significant positive effect on Financial Behavior, with the regression equation Y = 1.120 + 0.320 X1 + 0.153 X2 + 0.413 X3. The correlation coefficient (R) of 0.717 indicates a strong relationship, while the determination coefficient (R^2) of 51.4% indicates that the three variables can explain variations in Financial Behavior. The results of the simultaneous test (F test) and partial test (t test) confirmed that Financial Knowledge, Financial Technology, and Financial Self-Efficacy have a significant effect on Financial Behavior. This finding shows the importance of managing financial knowledge, financial technology, and self-confidence in improving healthy financial behavior.

INTRODUCTION

The development of digital technology in Indonesia, especially in the financial sector, has brought new changes to society. The rapid development of digital technology in the financial sector is due to changes in people's lifestyles dominated by information technology users who

demand a fast-paced lifestyle. Every society usually makes payments using physical money. But for people related to buying and selling transactions and payments such as lack of time to look for goods in stores, transfer funds to banks or ATMs, and visit places because of poor service, people are reluctant to visit these places (Setyanoor & Iklila, 2024).

Therefore, the industry engaged in the financial sector is making new changes, one of which is digital payment. This digital payment refers to a payment method that utilizes digital technology to facilitate financial transactions. According to Yusuf (2023), the emergence of this digital payment replaces the cash payment method to be faster, safer and more efficient in making payments that make people make transactions and manage finances easier and make changes for people in their finances. Innovation in digital payment not only changes the way people transact but also supports financial inclusion to accelerate the circulation of money in the economy.

Various digital payment platforms such as Electronic Wallet (e-wallet), mobile banking and Quick Response Code Indonesian Standard (QRIS) (Farhan & Shifa, 2023). QRIS is a unification of various QRs from Payment System Service Providers (PJSP) using QR Codes developed by Bank Indonesia so that the transaction process with QR Codes can be easier, faster, and more secure (Aini, 2021). The use of QRIS is regulated in PADG No.21/18/2019 concerning the Implementation of the National Quick Response Code Standard for Payments issued by Bank Indonesia.

The purpose of establishing QRIS is to support Bank Indonesia's initiatives and build infrastructure that allows retail payments to be made instantly, easily, and always available (Atmaja & Paulus, 2022). To make payments using QRIS, sellers or merchants only need to provide a Quick Response (QR) code or QR code, and consumers only need to scan or download the QR code. The payment process is only carried out in a few simple steps until the transaction is declared successful. In 2022 to 2024, QRIS users in Indonesia experienced a significant increase (Silaban et al., 2024).

The world of college, students are entering a financial change that initially depended on their parents now have the freedom to manage their finances. Students tend to want to buy trending items to meet their needs. Therefore, students must be good at behaving appropriately in managing their finances so that they remain balanced so that there is no failure in managing finances (Dasila, 2024). According to Jamal et al. (2023), Financial Behavior is the result of a combination of a person's financial ability and psychological ability in managing and utilizing their financial resources. Financial behavior can also be defined as the way individuals manage and make decisions related to the use of money.

Financial Behavior relates to aspects such as spending, savings, investment, debt management and financial planning for the future. Financial Behavior is the main influence on someone managing their daily expenses to meet their needs (Al & Iramani, 2013). Financial Knowledge is an individual's understanding of the concepts and knowledge they have about their own financial information which is important for managing and making good financial decisions ranging from financial management, budget planning, savings, investments to debt management (Pradiningtyas & Lukiastuti, 2019).

Students who are financially aware can manage their money better, more effectively, and efficiently, so they can avoid waste that is detrimental. This can help in forming habits for financial behavior. Financial Technology is the use of digital technology to provide financial services that aim to increase efficiency and security (Qur'anisa et al., 2024). Fintech includes various innovations that change the way traditional financial services become modern,

including in terms of payments, loans, investments, and financial management. Fintech not only makes it easier for its users to access it but also encourages economic growth.

METHODS

This study uses an associative method that focuses on finding the relationship between one variable and another (Sembiring et al., 2024), with the aim of describing the influence of Financial Knowledge, Financial Technology, and Financial Self-Efficacy on the Financial Behavior of QRIS users in students in Pontianak City. Data were collected through a Google Form-based questionnaire as primary data, as explained by Jailani (2023), who stated that a questionnaire is a data collection technique by providing written questions to respondents. The population of this study was 81,585 active students in Pontianak City, and a sample of 150 respondents was determined using the Slovin formula with a purposive sampling technique based on the criteria for active students who use QRIS for at least six months. The research variables consist of independent variables, namely Financial Knowledge (X1), Financial Technology (X2), and Financial Self-Efficacy (X3), and the dependent variable, namely Financial Behavior (Y) (Sugiyono, 2024). The measurement scale used is the Likert scale to measure individual attitudes, opinions, and perceptions of social phenomena.

Data Analysis Techniques

This study conducted an instrument test that included validity and reliability tests. Validity aims to measure the truth of the questionnaire items with the criteria if r_count > r_table then valid, and reliability measures the consistency of the measuring instrument using the Cronbach's alpha value with a minimum limit of 0.6. The classical assumption tests carried out include the normality test using Kolmogorov-Smirnov Z, linearity test to see the linear relationship between variables, multicollinearity test to ensure there is no high correlation between independent variables with tolerance criteria > 0.1 and VIF < 10. Statistical analysis was carried out through multiple linear regression to see the relationship between Financial Knowledge, Financial Technology, and Financial Self-Efficacy to Financial Behavior, with the model $Y = a + b1X1 + b2X2 + b3X3 + e$. In addition, correlation coefficient analysis is used to measure the strength of the relationship between variables, while the coefficient of determination (R^2) measures the model's ability to explain variations in the dependent variable. The simultaneous test (F test) is used to test the joint influence of independent variables on the dependent variable, and the partial test (t test) is used to test the influence of each independent variable individually on Financial Behavior with the provision that if the significance value is <0.05 then there is a significant influence.

RESULTS AND DISCUSSION

Research Instrument Test

Validity Test

The validity test in this study aims to analyze the level of validity of the questionnaire instrument by correlating the score of the statement items, then comparing the results of the r_count with the r_table of 0.160 (df = 148, significance 0.05). The results of the validity test show that all items in the variables Financial Knowledge (X1), Financial Technology (X2), Financial Self-Efficacy (X3), and Financial Behavior (Y) have a value of r_count greater than r_table, so that all statements in the questionnaire are declared valid. The following shows the results of the validity test on the Financial Knowledge variable (X1) as an example:

Table 1. Results of the Validity Test of Financial Knowledge (X1)

Indicator	r_count	r_table	Description
X1.1	0,758	0,160	Valid
X1.2	0,616	0,160	Valid
X1.3	0,727	0,160	Valid
X1.4	0,678	0,160	Valid
X1.5	0,709	0,160	Valid
X1.6	0,714	0,160	Valid
X1.7	0,704	0,160	Valid
X1.8	0,702	0,160	Valid
X1.9	0,737	0,160	Valid
X1.10	0,658	0,160	Valid
X1.11	0,718	0,160	Valid
X1.12	0,754	0,160	Valid

Source: Processed Data, 2025

Reliability Test

The reliability test in this study aims to determine the level of reliability of the statements in the questionnaire as a measuring tool. The method used is Cronbach's Alpha, where an instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60. The test results show that all variables in this study, namely Financial Knowledge (X1), Financial Technology (X2), Financial Self-Efficacy (X3), and Financial Behavior (Y), have Cronbach's Alpha values above 0.60. This proves that all items in this research questionnaire are reliable. The following shows the results of the reliability test for the Financial Knowledge variable (X1) as an example:

Table 2. Results of the Financial Knowledge Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	0,907
N of Items	12

Source: Processed Data, 2025

Classical Assumption Test

Normality Test

Normality test to determine whether the data population is normally distributed or not. The results obtained from the normality test can be seen in Table 3 below:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.34482309
Most Extreme Differences	Absolute	.044
	Positive	.029

	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200[c]
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction.		

Source: Processed Data, 2025

Based on the results of the normality test in Table 3 above, it can be seen that the significant value in this study has a value of 0.200 which is greater than 0.05. So it can be said that the data in this study is normally distributed.

Linearity Test

The linearity test is carried out to determine whether there is a linear relationship between the dependent and independent variables in this study. This test is important to ensure that the regression analysis used meets the basic assumptions of a linear relationship. The test results show that the variables Financial Knowledge (X1), Financial Technology (X2), and Financial Self-Efficacy (X3) each have a linear relationship to Financial Behavior (Y), with a linearity significance value of 0.000 which is less than 0.05. This shows that the relationship between variables in the research model has met the linearity assumption. For example, here are the results of the linearity test between the variables Financial Knowledge and Financial Behavior:

Table 4. Results of Linearity Test of Financial Knowledge and Financial Behavior

ANOVA Table	Sum of Squares	df	Mean Square	F	Sig.
Financial Behavior * Financial Knowledge					
Between Groups (Combined)	29.494	38	0.776	1.594	0.032
Linearity	13.112	1	13.112	26.924	0.000
Deviation from Linearity	16.382	37	0.443	0.909	0.620
Within Groups	54.056	111	0.487		
Total	83.549	149			

Source: Processed Data, 2025

Multicollinearity Test

Multicollinearity test is conducted to ensure that in the regression model there is no intercorrelation or collinearity between independent variables that can affect the analysis results. This test is seen through the Tolerance and Variance Inflation Factor (VIF) values, with the criteria that the Tolerance value must be greater than 0.10 and the VIF value must be less than 10. Based on the test results shown in Table 4.19, it is known that all independent variables, namely Financial Knowledge (X1), Financial Technology (X2), and Financial Self-Efficacy (X3) meet these criteria. The Tolerance values for each variable are 0.556; 0.546; and 0.658, while the VIF values are 1.797; 1.831; and 1.520, respectively. Thus, it can be concluded that in this regression model there are no symptoms of multicollinearity among the three independent variables. The following are the detailed results of the multicollinearity test:

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
(Constant)	1.120	0.209		5.356	0.000		

Financial Knowledge	0.320	0.076	0.289	4.218	0.000	0.556	1.797
Financial Technology	0.153	0.072	0.166	2.130	0.035	0.546	1.831
Financial Self-Efficacy	0.413	0.059	0.496	6.973	0.000	0.658	1.520

Source: Processed Data, 2025

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the condition (increase or decrease) of the dependent variable, namely Financial Behavior (Y), if influenced by two or more independent variables, namely Financial Knowledge (X1), Financial Technology (X2), and Financial Self-Efficacy (X3). Based on the results of the analysis using SPSS shown in Table 4.20, a regression coefficient was obtained that showed a positive relationship between the three independent variables and the dependent variable. The resulting multiple linear regression equation is as follows:

$$Y = 1.120 + 0.320\ X1 + 0.153\ X2 + 0.413\ X3$$

From these results, it can be interpreted that the constant of 1.120 indicates that if the values of Financial Knowledge, Financial Technology, and Financial Self-Efficacy are equal to zero, then Financial Behavior will be at a value of 1.120. The Financial Knowledge (X1) coefficient of 0.320 means that every one unit increase in Financial Knowledge will increase Financial Behavior by 0.320, assuming other variables remain constant. Furthermore, the Financial Technology (X2) coefficient of 0.153 indicates that an increase in Financial Technology will increase Financial Behavior by 0.153. While the Financial Self-Efficacy (X3) coefficient of 0.413 indicates that every increase in Financial Self-Efficacy will increase Financial Behavior by 0.413. These three variables each have a positive influence on Financial Behavior, with a significance value below 0.05, so it can be concluded that the influence is significant. The following are the complete results of the multiple linear regression analysis:

Table 6. Results of Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.120	0.209		5.356	0.000
Financial Knowledge	0.320	0.076	0.289	4.218	0.000
Financial Technology	0.153	0.072	0.166	2.130	0.035
Financial Self-Efficacy	0.413	0.059	0.496	6.973	0.000

Source: Processed Data, 2025

Correlation Coefficient Analysis

The correlation coefficient is used to determine the level of strength of the relationship between two or more variables, and can determine the direction of the relationship between variables. The technique used is Product Moment correlation. The results of the correlation coefficient test can be seen in Table 7 below:

Table 7. Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717[a]	.514	.504	.52709
a. Predictors: (Constant), Financial Self-Efficacy, Financial Knowledge, Financial Technology				

Source: Processed Data, 2025

Based on the results of the multiple correlation coefficient test in Table 4.21 above, it can be seen that the correlation coefficient (R) has a value of 0.717 which means that the relationship between Financial Knowledge, Financial Technology and Financial Self-Efficacy on Financial Behavior has a strong level of relationship, this is because the value is in the interval 0.60-0.799.

Determination Coefficient (R2)

Based on the results of the determination coefficient test (R2) in Table 4.21 above, the results obtained that the R-Square value is 0.514 which means that the variables Financial Knowledge, Financial Technology and Financial Self-Efficacy in explaining their influence on Financial Behavior are 51.4% (1x0.514x100%) while the remaining 48.6% Financial Behavior is influenced by other variables outside this study.

Simultaneous Test (F Test)

Simultaneous test (F Test) is used to determine whether all independent variables simultaneously influence (simultaneously) the dependent variable. The results of the simultaneous hypothesis test (F Test) obtained can be seen in Table 8 below:

Table 8. Simultaneous Test Results (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.980	3	14.327	51.567	.000[b]
	Residual	40.562	146	.278		
	Total	83.542	149			
a. Dependent Variable: Financial Behavior						
b. Predictors: (Constant), Financial Self-Efficacy, Financial Knowledge, Financial Technology						

Source: Processed Data, 2025

Based on the results of the simultaneous test (F Test) in 8 above, the calculated f value is 51.567> f table 2.67 and the significance value is 0.000 <0.05. So it can be concluded that the variables Financial Knowledge, Financial Technology and Financial Self-Efficacy simultaneously have a positive and significant influence on Financial Behavior.

Partial Test (t Test)

Partial test (t Test) to determine the influence of an independent variable partially with the dependent variable. The results of the partial test obtained can be seen in Table 9 below:

Table 9. Partial Test Results (T-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.120	.209		5.356	.000
	Financial Knowledge	.320	.076	.289	4.218	.000
	Financial Technology	.153	.072	.166	2.130	.035
	Financial Self-Efficacy	.413	.059	.496	6.973	.000
a. Dependent Variable: Financial Behavior						

Source: Processed Data, 2025

Based on the partial test results (T-Test) in Table 9 above, then the results of the t-test will be compared with the t-table. The t-table value is 1.655. The results of the t-test (Partial) in Table 4.23 can be explained as follows: (1) The t-test value of the Financial Knowledge variable (X1) is 4.218> t-table of 1.655 and the significance value is 0.000 <0.05, so it can be concluded that the Financial Knowledge variable (X1) partially has a positive and significant influence on Financial Behavior (Y); (2) The t-test value of the Financial Technology variable (X2) is 2.130> t-table of 1.655 and the significance value is 0.035 <0.05, so it can be concluded that the Financial Technology variable (X2) partially has a positive and significant influence on Financial Behavior (Y). The calculated t value of the Financial Self-Efficacy variable (X3) is 6.973> t table of 1.655 and the significance value is 0.000 <0.05, so it can be concluded that the Financial Self-Efficacy variable (X3) partially has a positive and significant effect on Financial Behavior (Y).

CONCLUSION

Based on the analysis and discussion that has been carried out, it can be concluded that most of the respondents in this study were students aged 21-23 years, female, from Tanjungpura University, with pocket money ranging from IDR 500,000–IDR 1,000,000, have used QRIS for 1-2 years, and utilize the Mobile Banking platform. The results of the multiple linear regression equation show that the regression equation obtained is Y = 1.120 + 0.320 X1 + 0.153 X2 + 0.413 X3. The correlation coefficient value of 0.717 indicates a strong relationship between Financial Knowledge, Financial Technology, and Financial Self-Efficacy on Financial Behavior, while the determination coefficient value (R^2) of 0.514 indicates that 51.4% of the variation in Financial Behavior can be explained by these three variables, while the remaining 48.6% is influenced by other factors outside this study. The results of the simultaneous test (F Test) show a significance value of 0.000 <0.05, so it can be concluded that Financial Knowledge, Financial Technology, and Financial Self-Efficacy simultaneously have a positive and significant effect on Financial Behavior. In addition, the results of the partial test (t Test) also prove that the three independent variables partially have a significant effect on Financial Behavior.

SUGGESTION

Based on the results of the study and conclusions, the researcher provides suggestions for students to continue to improve their Financial Knowledge, utilize Financial Technology such as QRIS which is known for its ease of careful transactions, and strengthen Self-Efficacy in managing finances in order to maintain good Financial Behavior. For further research, it is hoped that the research can be developed by adding other independent variables such as

Financial Attitude, Locus of Control, and so on, so that the variables studied are more diverse and the results obtained are more accurate, as well as expanding the respondent categories so that they are not limited to students in Pontianak City alone.

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