

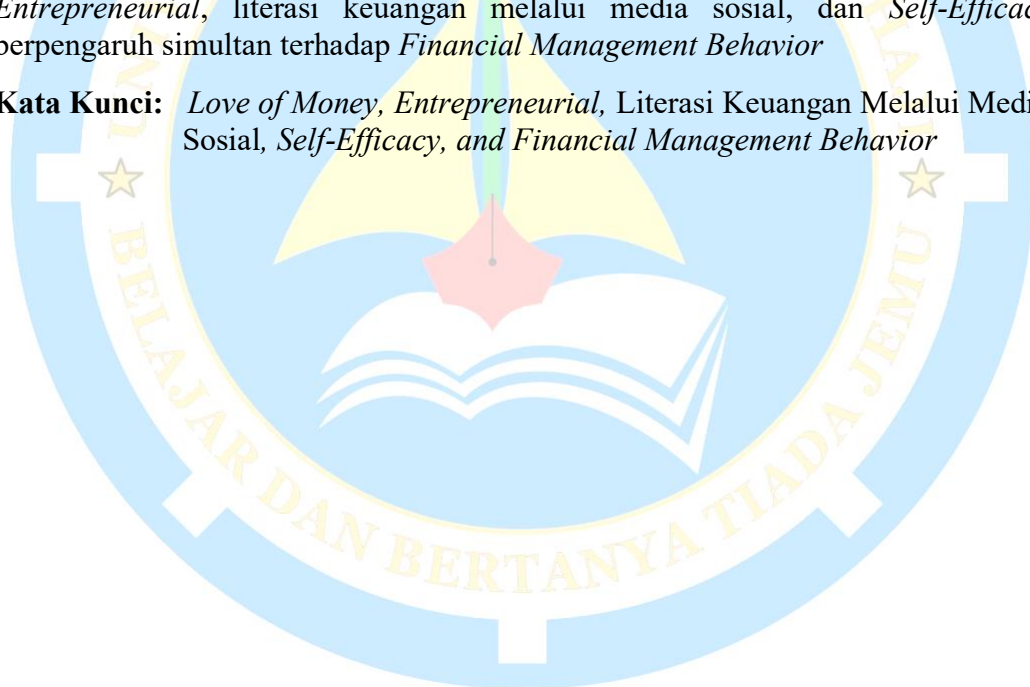
ABSTRAK

Hasibuan, 2025 : Pengaruh *Love of money*, *Entrepreneurial*, Literasi Keuangan Melalui Media Sosial, dan *Self-efficacy* terhadap *Financial Management Behavior* Mahasiswa Akuntansi Tanjungpinang

Dosen Pembimbing: Suci Wahyuliza, SE., M.Si dan Nurul Yusyawiru, S.E., M.Ak.

Perilaku manajemen keuangan adalah kemampuan individu untuk menjaga keuangan yang sehat dengan mengelola keuangan harian mereka. Penelitian ini bertujuan untuk menentukan pengaruh *Love of Money*, *Entrepreneurial*, literasi keuangan melalui media sosial, dan *Self-Efficacy* terhadap *Financial Management Behavior* mahasiswa akuntansi di Tanjungpinang. Metode sampling yang digunakan dalam penelitian ini adalah sampling acak sederhana dengan ukuran sampel 190 mahasiswa. Metode analisis yang digunakan adalah analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa *Love of Money*, *Entrepreneurial*, literasi keuangan melalui media sosial, dan *Self-Efficacy* memiliki pengaruh parsial terhadap *Financial Management Behavior*. *Love of Money*, *Entrepreneurial*, literasi keuangan melalui media sosial, dan *Self-Efficacy* berpengaruh simultan terhadap *Financial Management Behavior*

Kata Kunci: *Love of Money*, *Entrepreneurial*, Literasi Keuangan Melalui Media Sosial, *Self-Efficacy*, and *Financial Management Behavior*



ABSTRACT

Hasibuan, 2025 : *The Influence of Love of Money, Entrepreneurship, Financial Literacy Through Social Media, and Self-efficacy on the Financial Management Behavior of Accounting Students in Tanjungpinang*

Lectures : Suci Wahyuliza, SE., M.Si dan Nurul Yusyawiru, S.E., M.Ak.

Financial management behavior is an individual's ability to maintain healthy finances by managing their daily finances. This study aims to determine the influence of love of money, entrepreneurship, financial literacy through social media, and self-efficacy on the financial management behavior of accounting students in Tanjungpinang. The sampling method used in this study was simple random sampling with a sample size of 190 students. The analysis method used was multiple regression analysis. The results of this study indicate that love of money, entrepreneurial spirit, financial literacy through social media, and self-efficacy have a partial effect on financial management behavior. Love of money, entrepreneurial spirit, financial literacy through social media, and self-efficacy have a simultaneous effect on financial management behavior.

Keywords: *Love of Money, Entrepreneurial Spirit, Financial Literacy Through Social Media, Self-Efficacy, and Financial Management Behavior*

