

**THE INFLUENCE OF FINANCIAL KNOWLEDGE, FINANCIAL ATTITUDES AND
SOCIO-DEMOGRAPHICS ON FINANCIAL BEHAVIOR IN INVESTMENT
DECISION-MAKING IN STATE CIVIL SERVANTS IN THE TEGAL REGENCY
REGIONAL SECRETARIAT**

Financial Management

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ABSTRACT

Nurchikmah jNaharotun, j2023. *jThe jInfluence jof jFinancial jKnowledge, jFinancial jAttitudes jand jSocial jDemographics jon jFinancial jBehavior jin jMaking jInvestment jDecisions jin jState jCivil jServants jin jthe jRegional jSecretariat jof jTegal jRegency.*

Research jobjectives jinclude: j1). jto jfind jout jand janalyze jthe jeffect jof jfinancial jknowledge jon jfinancial jbehavior jin jmaking jinvestment jdecisions jin jthe jstate jcivil japparatus jwithin jthe jregional jsecretariat jof jTegal jRegency, j2). jto jfind jout jand janalyze jthe jeffect jof jfinancial jattitudes jon jfinancial jbehavior jin jmaking jinvestment jdecisions jin jthe jstate jcivil japparatus jwithin jthe jregional jsecretariat jof jTegal jRegency, j3). jto jfind jout jand janalyze jthe jinfluence jof jsocio-demographics jon jfinancial jbehavior jin jmaking jinvestment jdecisions jin jthe jstate jcivil japparatus jwithin jthe jregional jsecretariat jof jTegal jRegency, j4). jto jfind jout jand janalyze jthe jinfluence jof jfinancial jknowledge, jfinancial jattitudes jand jsocio-demographics jtogether jon jfinancial jbehavior jin jmaking jinvestment jdecisions jin jthe jstate jcivil japparatus jwithin jthe jregional jsecretariat jof jTegal jRegency.

The jresearch jmethod jused jin jthis jstudy jis jan jassociative jresearch jmethod. jWhile jthe janalytical jtool jused jis jmultiple jlinear jregression janalysis

The jresults jof jthis jstudy jare: j1). jthere jis ja jpositive jinfluence jof jfinancial jknowledge jon jfinancial jbehavior jin jmaking jinvestment jdecisions, j2). jthere jis ja jpositive jinfluence jof jfinancial jattitudes jon jfinancial jbehavior jin jmaking jinvestment jdecisions, j3). jthere jis ja jpositive jinfluence jof jsocial jdemography jon jfinancial jbehavior jin jmaking jinvestment jdecisions. j4). jthere jis jan jinfluence jof jfinancial jknowledge, jfinancial jattitudes jand jsocio-demographics jtogether jon jfinancial jbehavior jin jmaking jinvestment jdecisions.

Keywords: *jFinancial jKnowledge, jFinancial jAttitude, jSocial jDemographics, jFinancial jBehavior jin jMaking jInvestment jDecisions*

ABSTRACT

Nurchikmah Naharotun, 2023. Influence of Knowledge Finance, Attitudes Finance and Social Demographics On Behavior Finance In Decision Making Investment On Civil Apparatus State Di Environment Secretariat Regency Tegal area.

The purpose of research is: 1). to know and analyze influence knowledge finance to behavior finance in taking decisions investment on apparatus civil negara in environment regional secretariat Regency, 2). to know and analyze influence attitude finance towards behavior finance in taking decision investment on apparatus civil state in environment regional secretariat Regency, 3). to know and analyze influence social demographics to behavior financial in taking decisions investment on the apparatus civil state in environment secretariat Regency, 4). to know and analyze influence knowledge finance, attitude finance and social demographics in together-sama on behavior finance in decision-making investment pada apparatus civil state di lingkungan sekretariat region regency tegal.

The method of research is used in the research method of social research. While the analysis tool used is regression analysis linear multiple

The result of this research is: 1). there is a positive influence knowledge finance towards behavior finance in taking decision investment, 2). there is a positive influence attitude finance towards behavior finance in making decision investment, 3). there is influence positive social demographics towards behavior financial in making investment decisions. 4). there is influence knowledge finance, attitude finance and social demographics in terms of sama on behavior finance in decision-making investment.

Keywords: knowledge finance, attitude finance, social demographics, behavior finance in decision-making investment

A. Introduction

1. Background Problem

A person who is rational and more self-confidence in his knowledge financial affects his investment decisions that he profit. A person generally does not have a great understanding about level knowledge finance, when knowledge finance is seen objective and subjective. Attitude management of him, which is he have surplus finance for savings future, let alone have capital investment (Yulianti and Silvy, 2019: 60)

In addition to financial literacy and financial attitude, factor social demographic is also, is, important, which can influence behavior, finance, Demographic factors such as gender, gender, education, income, experience, investment, often are seen as something that affects investment decisions. A person who has a low income, often tends to feel comfortable with investment, which is low, risk, (Marcha, dan Nanik, 2019).

Previous research uses family or student as the object of the research. In this research, writer wants to develop object research to object that is more special i.e. family ASN (Civil Apparatus State) di lingkungan sekretariat Regency Tegal. Selection object research, j, j, based on observation writer ASN, j, j, they are as civil servants. In addition to the planning investment for ASN is very important, because the success of them in selection investment become determinant for sustainability their welfare because in generally j j

ASN has a relatively stable income and not a lot of it every month. Knowledge of finance and experience in finance become a hal which is very attractive to be researched, because not all civil servants do a lot of investment that actually can increase your income. In it, it is hoped that it can be known the level of, the third, the j, the j, the j

2. Formulation of Problems

- Is there an influence of knowledge of financial behavior in taking investment decisions on civil servants in the environment of the secretariat of the Tegal Regency?
- Is there an influence of financial attitudes on financial behavior in decision-making and investment in civil servants in the environment of the secretariat of the Tegal Regency?
- Is there an influence of social, demographics, behavior, financial, in making, decision, investment, on the civil servants in the environment of the secretariat of the Tegal Regency?
- Whether there is an influence of financial knowledge, financial attitudes and social media on financial behavior in decision-making and investment in the civil sector of the state in the environment of the secretariat of the Tegal Regency?

B. Review Theory

1. Finance Behavior In Decision-making Investment

Behaviour Finance behavior is the ability of someone to organize (planning, budgeting, check, management, controls, search and storage) of financial daily. Manage finance personality is the process of showing individual use of money that has to do with the necessity of life every day (Sumiarni, 2019:71). Detailed model of consumer behavior explains the stimulation of marketing that consists of variables of marketing mix i.e. product, price, place, promotion and its main components in marketing (Kotler & Armstrong, 2018: 223).

Consumers in the market take the decision to buy a product or service through a certain process, which consists of three stages, namely: (Kotler & Armstrong, 2018: 224):

a. Introduction to the problem.

In the analysis of the needs and desires of the people of the process of knowing the needs of the people and the needs of the people who have not been fulfilled. If a need is known, then the consumer will understand the need for the child to be fulfilled immediately or the fulfillment will be postponed. This is the first stage.

b. Search for information.

Search for information can be active, passive, internal or external, search information can be done by visiting several shops for comparison of price and quality of product, while search information passively only with reading advertisements in magazines or newspapers without having a purpose or special about description of products are desired.

c. Evaluate the purchase alternative.

Covering two stages, determining the purpose of purchasing and dividing each product depends on the type of product and its needs.

d. Decision to buy it.

The stages of the process of making decisions and purchasing where consumers are actually buying products. Decision to buy or not to buy or not to buy a product to offer.

If the product is produced by the company in accordance with the product and the expected consumer is satisfied with the needs and desires, then the product is able to attract the product and the product is able to attract the product and the product is able to attract the product to the buyer. If the consumer is satisfied then the next purchase is the next purchase is the same brand as the next one.

e. Behavior after purchase.

After making a purchase of a product, the consumer will experience a level of satisfaction or dissatisfaction. Consumers should take action after activities to buy products in a period of time after a purchase

2. Finance Knowledge

Knowledge is the domain of the very important for the formation of the action of the person. Knowledge is the result of human sensing, or is the result of knowledge a person it towards objects through senses (e.g., and part of it). Time sensing it produces knowledge, the most of the knowledge of a person, is obtained through the senses, e.g., hearing, etc.

Financial knowledge has two dimensions approaches, namely: knowledge finance basic and knowledge finance. Knowledge finance basic is knowledge individual about concept basic related to with composition finance, e.g., tax, and value Based on time, while knowledge finance, advanced, knowledge, certain. Knowledge will rate interest rate, inflation, and risk is form knowledge finance continuation must owned oleh individual in take a decision related to his finances (Potrich & Vieira, 2019:364)

3. Finance Attitude

Financial knowledge has two dimensions approaches, namely: knowledge finance basic and knowledge finance. Knowledge finance basic is knowledge individual about concept basic related to with composition finance, e.g., tax, and value Based on time, while knowledge finance, advanced, knowledge, certain. Knowledge will rate interest rate, inflation, and risk is form knowledge finance continuation must owned oleh individual in take a decision related to his finances (Potrich & Vieira, 2019:364)

4. Social Demography

Demographics is the science of fertility, mortality, migration, and territorial (migration) and mobility social. While sociodemography comes from two words, namely socio (study of humans) and demography (description, population). Sociodemography means a picture of a human, which is related to a study, a precedence, a quantitative, which can draw a qualitative trait. Sociodemography is necessary because residents and environment interact with each other, humans can act as subjects and objek, the number of human, tendung dredging (Adioetomo dan Samosir, 2019:15).

The framework of j's thinking in this j's research jj is described as j:

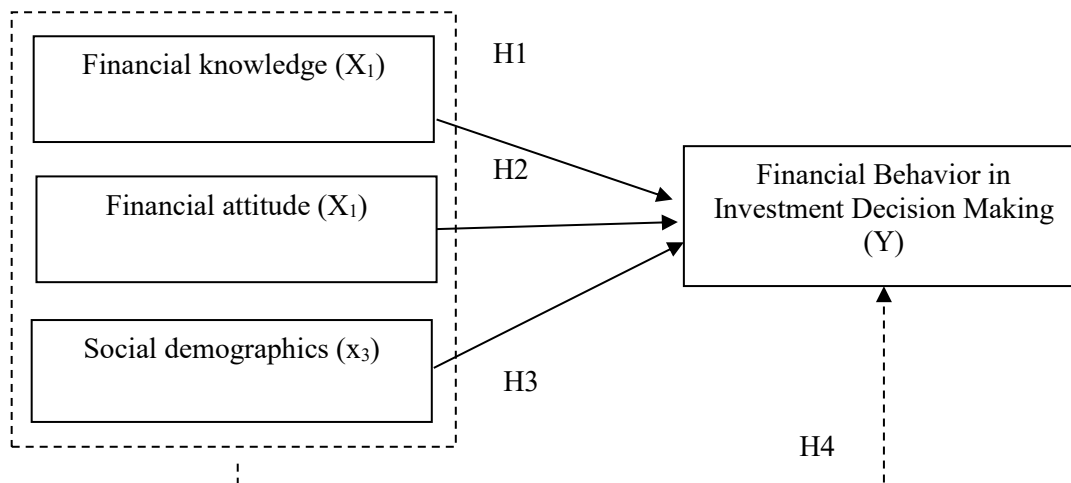


Figure j4
Framework jThinking jResearch

C. Research Methods

1. Type of Research

The method of research is used in the research method of social research.

2. Population jDan jSample

The population of the jinjini j research j is jASN jdi jenvironment jsecretariat jarea jTegal Regency jwhich number j139 million j. employees.

Technique of jdetermination jsample jin jini jresearch using jsampling jsaturation.

3. Definition of jConceptual jand jOperational jVariable

The definition of jconceptual jin jjresearch jjjjj

4. jData collection technique

The method used by Jyang J is a questionnaire.

5. jTechnique jData analysis

The jdata analysis that jis used in this jresearch jj is jj's j's linear j's multiple j's regressionanalysis.

D. Results jResearch and Discussion

1. Test j jAssumption jClassic

The jnormality test j aims to test jt in jmodel jregression, jvariable jperturmer jor residual j has jnormal distribution. jTest jnormality jpada jresearch jusing janalysis jstatistic ji.e. jSample jKolmogorov-Smirno. Based on the results of the jnormality test jin this j, you cansee jon the jtable j:

Table j4
Results jTest jNormality jWith jKolmogorov jSmirnov j
One-Sample jKolmogorov-Smirnov jTest

		Unstandardiz ed jResidual
N		139
Normal jParametersa,b	Mean	.0000000
	Std. jDeviation	2.71559128
Most jExtreme jDifferences	Absolute	.064
	Positive	.064
	Negative	-.061
Test jStatistic		.064
Asymp. jSig. J(2-tailed)		.200 ^{c,d}

Based on the j-resultj, the calculation of j-obtained j, the value of jkolmogorov jsmirnov j, on the junstandard, jresidual, j, obtained j, the result of j, is j0.200. jComparison jbetween jprobability j and jstandard j, jstandard, jj jSo j shows jthat jdata jin jresearch j, everything jjis normal.

The jHeteroskedasticity jtest aims to test j, whether in j, in j, in the model jregression j, there is a jineth jvariance, jdari j, j, residual j, j jji j jheteroscedasticity jdo jwith juse jjjj jggglejser jwith jsee jvalue jgfrom jvariable jfree jwith jprovision jpada juji jt jfor jvariable jfree jhave jvalue j> j0.05 j, jcan jcan jbe sure j, j

Table j5
Results jTest jHeteroscedasticity jWith jTest jGlejser Test
Coefficientsa

Type		Unstandardized jCoefficients		Standardized jCoefficients	t	Sig.
		B	Std. jError	Beta		
1	(Constant)	-.069	1.088		-.063	.950
	Financial knowledge	-.007	.026	-.029	-.266	.790
	Financial attitude	.087	.038	.252	2.267	.052
	Social jdemography	-.002	.041	-.006	-.059	.953

a. jDependent jVariable: jAbs_res

Based on table j4.5 million above, j shows that jmodel jregression jnot joccurs jheteroscedasticity. jCan jbe seen j, that j, each jvariate jof the second j, theequation jdi, j, above j, has a jvalue, thesignificance of j, j, more j, than j α , j= j0.05.

The test of multicollinearity jaims to test j, whether j, in modeljregression, j, found j, there is a jcorrelationbetween jvariables,j, independent j(Ghozali, j2011:103). j

Table j6
Results jMulticollinearity test
Coefficientsa

Type		Collinearity jStatistics	
		Tolerance	VIF
1	Financial knowledge	.581	1.720
	Financial attitude	.567	1.763

	Social jdemography	.779	1.283
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a. jDependent jVariable: jFinancial behavior

From the result of jj, the calculation of juji j,the assumption of jclassic,j, in j, in j,in the j, collinearity, jstatistic, j, for the third j, the independent variable j, the term j, VIF j, is j, which is j1.720; J1,763; j jand j1,283 jj which jis jis small j, jfromj 10 j, so jdoes not exceed j, j, j, j, VIF j, maximum j, j, j jThus j can be concludedj that jmodel jregression jis not j problem jmulticollinearity.

2. jRegression analysis jMultiple j

The jregression analysis of jin multiple jini jaims to jto jpredict the magnitude of j, therelationship between j, and jusing jdata, j,variable j, j,which j, j, j. For j,do jtesting, j, hypothesis, j, in j, j, research, j, use j, j, multipleregression, j. analysis. jAnalysis of j's multiple regression jis used for jto predict j's magnitude j' s variable jdependent jwith jusing j's data jvariable j's independent j.

Table j7
Results jAnalysis j Multiple regression
Coefficientsa

Type	Unstandardized jCoefficients		Standardized jCoefficients	t	Sig.
	B	Std. jError	Beta		
1 (Constant)	10.511	1.684		6.242	.000
Financial knowledge	.221	.040	.447	5.455	.000
Financial attitude	.121	.059	.169	2.035	.044
Social jdemography	.183	.063	.206	2.912	.004

a. jDependent jVariable: jFinancial behavior

Based on j, janalysis j, multiple regression j, with j, using jSPSS program, j, obtained the equationjregression j, i.e. j, $\hat{Y} = j10.511 + j0.221 jX1 + j0.121 jX2 + j0.183 jX3$. jBased on the equation jregression of multiple jin jatas jcan jtake ja janalysis jthat: j

- The constant j is10.511 j, which means jif jknowledge jfinance, jattitude jfinance jdan jsocial jdemographics jvalue jconstant jor constant j then jtaking jdecision jinvestment jin the civil j jstate jin jward jjregional secretariat jregency jTegal jis j10,511.
- The regression coefficient j for the jvariable jknowledge of jfinance jis j0.221 jand jmarkedj positively j, which means jif the jvariable jknowledge jfinance jexperiences jincrease jjwhile jvariable jis another j, jmaka jwill cause jincrease jtaking jdecision jinvestment jin the civil j jstate jin jenvironment j secretariat j jtegalregency.
- The regression coefficient j for the jvariable jof the financial attitude jis j0.121 jand the j-signis positive j, which means jif the jvariable jof the financial attitudej experiences j-increase j, while the jvariablej is another j-fixed, j-then jwill cause jincrease jtaking jdecision jinvestment jin the civil j jstate j in jenvironment j jregional secretariat j tegal regency.
- The regression coefficient j for the jvariablej social jdemography jis j0.183 jand the jmarkj is positive j, which means jif the jvariable jvariable social jdemography jexperiences jincrease j, the jlang variable jis fixed, then jwill jcause jImprovement of J Taking J Investment Decisionsin Civil Jin J Environment j Secretariat j J TegalRegency.

3. Partial j test

The partial j test is used to determine the significance of j, the partial j, the influence of the jfree variable j on the bound jvariable.

Table j8
Results of jPartial j test
Coefficientsa

Type		Unstandardized jCoefficients		Standardized jCoefficients	t	Sig.
		B	Std. jError	Beta		
1	(Constant)	10.511	1.684		6.242	.000
	Financial knowledge	.221	.040	.447	5.455	.000
	Financial attitude	.121	.059	.169	2.035	.044
	Social jdemography	.183	.063	.206	2.912	.004

a. jDependent jVariable: jFinancial behavior

From jcalculation j, the jpartial jtest in jatas j, it can be concluded that j

- From jtesting j, partial j, knowledge j, finance j, jbehavior j, j, using j, test jt, j, j, j >, jThe value of J significance J0.000 J< J 0.05 Jso that JJ is said JThere is Jinfluence J positive J knowledge J Finance J to JFinancial behavior Jin J Decision-making J Investment Jin Japaratur Jcivil jnegara jin jenvironment j secretariat jregional jjtegal regency, jmeaning jgetting better jknowledge jfinance ja jemployee jthen jbehavior jfinance jin jdecision-making jinvestment jpada japparatus civil jstate jdi jenvironment jsecretariat jregion jRegency jTegal jakan jgetting better.
- From jtesting j, partial j, j's attitude j, financial j, j's behavior j, j>, jJ significance value J0.044 J< J 0.05 Jso JJ is said Jthere is JPositive J attitude JFinancial J towards JFinancial behavior Jin J Decision-making J Investment Jon Japaratur Jcivil jnegara jin jenvironment jsecretariat jregional jregency jtegal, jmeaning jincreasingly jjattitude j jfinancial ja jemployee j jbehavior jjin jin jdecision-making jinvestment jpada japparatus civil jstate jdi jenvironment jsecretariat jregion jRegency jTegal jakan jgetting better.
- From jtesting j, partial j, social j, j, j, j >, jJsignificance value J0.004 J< J0.05 Jso JJ is said Jthere is Jinfluence J positive J Social jDemographics J JFinancial behavior Jin J Decision-making J Investment Jon Japaratur Jcivil jnegara jin jenvironment j secretariat jregional jregency jtegal, jmeaning jincreasingly jgood jsocial jdemographics ja jemployee jthen jbehavior jfinance jin jdecision-making jinvestment jpada japparatus civil jstate jdi jenvironment jsecretariat jregion jRegency jTegal jakan jgetting better.

4. jSimultaneous Test

The jF test jis used to jtest jthat jmodel jin jresearch jis jfit, jor jvariable jfree jwhich jis used jin jresearchj is jis jcorrect jis j is j variable jjpenexifier jof jvariable jis bound.jjTest jFjor juji jsimultaneous juse jto jprove j hypothesis jke j4.

Table j9
jSimultaneous jTest Results
ANOVAa

Type	Sum jof jSquares	Df	Mean jSquare	F	Sig.
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1	Regression	911.022	3	303.674	40.284	.000b
	Residual	1,017.672	135	7.538		
	Total	1,928.694	138			

- a. Dependent Variable: Financial behavior
b. Predictors: (Constant), Social Demographics, Knowledge Finance, Attitude Finance

From the test of the simultaneous test with using SPSS, the value of $F_{\text{calculate}}$ is 40.284 > F_{table} is 2.67, with the value of significance is $0.000 < 0.05$ so that it is concluded that there is a significant influence of knowledge, finance, attitudes, finance, and social behavior, and social behavior, and social media, and social behavior pada civil apparatus state di lingkungan sekretariat region Regency Tegall.

5. Determination coefficient

Coefficient Determination explains how much is large percentage of total variation of variable dependent which is explained by model, coefficient determination greater, greater, model in. Explain the variable dependent.

Table 10
Results Analysis Coefficient Determination
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687a	.472	.461	2.74560

- a. Predictors: (Constant), Social Demographics, Knowledge Finance, Attitude Finance

From the result of, the calculation of, the result of, for, the analysis of coefficient, determination, is 0.461. The result of the can is interpreted, the amount of knowledge, the attitude of, the financial, and the social, the demographics of, the joint-saama towards the behavior of, the financial, in decision-making, investment on civil apparatus state di lingkungan sekretariat region Regency Tegall 46.1% and the rest 53.9% influence factors lain who did not research.

E. Dan Saran conclusion

1. Conclusion

Based on the results of the, the research and the discussion of the, the conclusions are taken, namely:

- a. There is a positive influence of dan significant knowledge finance on behavior financial in making decisions investment on civil state in lingkungan sekretariat regional regency Tegall.
b. There is a positive influence of dan significant, attitude, financial, towards behavior, financial, in decision-making, investment, in the apparatus, civil, in the environment, sekretariat, district, Tegall.

- c. There is a positive influence and significant social demographics towards behavior financial in making decisions investment in the civil state environment secretariat regional regency Tegall.
- d. There are factors such as financial knowledge, financial attitudes and social attitudes towards financial behaviour and financial behaviour in decision-making and investment in the civil sector of the state environment secretariat area Regency Tegall.

2. Suggestion

Some of the results that the author gives in relation to the results of research are:

- a. Civil apparatus state environment secretariat region Regency Tegall need improve knowledge finance can be developed by using knowledge known to predict risk, This can do with, how to search for, more, through media, electronic, print, reading, magazine, Every month observes the factor that affects investment such as rate Interest rate, inflation. Dan also can record all kinds of management every month and planning financial with carefully, so that condition financial is controlled with good.
- b. Civil apparatus state environment secretariat region Regency Tegall need develop self in financial, can do with how to do investment more than one type (long-term, emergency, and short-term), saving regularly every, paying all bills on time, avoiding debt, planning housing, insurance, planning retirement.
- c. Civil apparatus state environment secretariat region Regency Tegall seen from factor age seabagaian large age 41-50 years old, because in behavior finance yang good need to consider allocation source dana investment with good. This can do with, investment, and make investments that are in accordance with income received.

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