

FINANCIAL LITERACY OF COLLEGE STUDENTS

THESIS

**Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Manajemen (S1) in International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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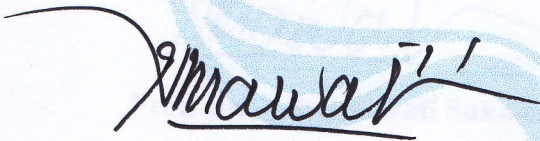
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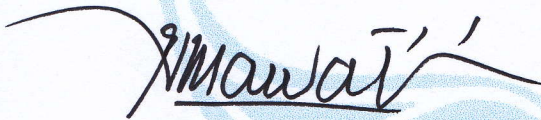
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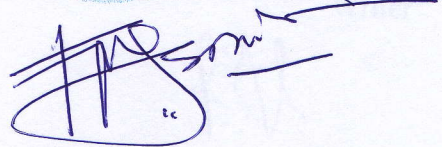
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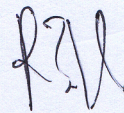
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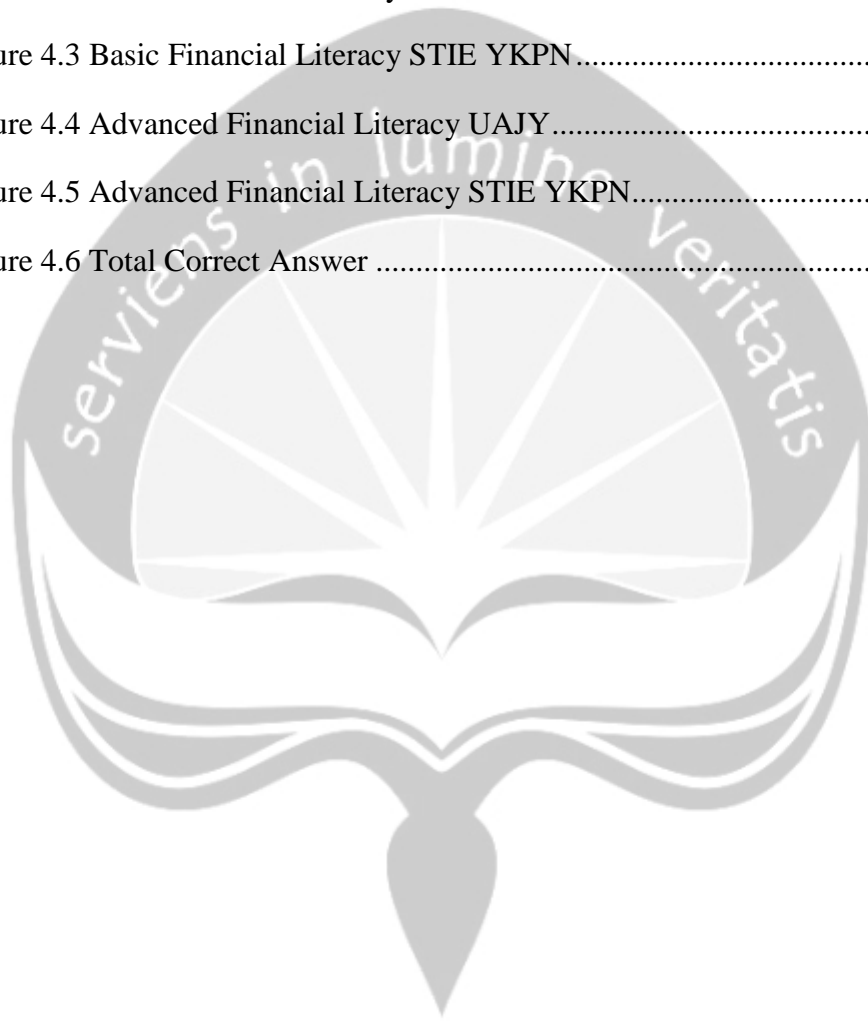
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ABSTRACT

This study assesses the level of financial literacy and the factors influencing the overall financial literacy of college students. Specifically, this study examines whether gender, age, academic year, major of study, GPA, parent's education, parent's occupation, parent's income and origin of money management skills are related to financial literacy and whether more literate students are more likely to participate in the stock market. Statistical techniques such as analysis of variance and logistic regression are employed to analyse the data.

The findings reveal that financial literacy of college students are low, with an average student answering only 48.9% and 48.3% of the questions correctly for UAJY and STIE YKPN. Financial literacy is found to be affected by gender, age, academic year, major of study, GPA, father's education and origin of money management skills for UAJY and the major of study and father's occupation for STIE YKPN. The regression modelling reinforced the initial results. Being male, majoring in Economics, having GPA above 3.01 and father who is an entrepreneur or unemployed contributed to being more financially literate for UAJY. Whereas, male student, with GPA greater than 3.01 and whose father work as a civil servant is more likely to be financially literate for STIE YKPN. Finally, financially literate students are found to be more likely to participate in the stock market.

Keywords: *Financial literacy, demographic factors, college student, Indonesia.*