

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *financial literacy* dan *financial self-efficacy* terhadap kesejahteraan keuangan dengan *financial behavior* sebagai variabel mediasi pada pelaku usaha Mikro, Kecil, dan Menengah (UMKM). Sampel penelitian ini sebanyak 100 responden yang dipilih menggunakan Teknik *Purposive Sampling*. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada pelaku UMKM. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS). Evaluasi model meliputi uji validitas dan reliabilitas (*outer model*), serta uji hubungan struktural (*inner model*) yang mencakup uji *R-Square*, *Q-Square*, uji kolinearitas, dan pengujian hipotesis baik pengaruh langsung maupun tidak langsung (mediasi). Hasil penelitian menunjukkan bahwa 1) *financial literacy* berpengaruh positif dan signifikan terhadap *financial behavior* 2) *financial self-efficacy* berpengaruh positif dan signifikan terhadap *financial behavior* 3). *Financial literacy* berpengaruh positif dan signifikan terhadap kesejahteraan keuangan 4) *financial self-efficacy* berpengaruh positif dan signifikan terhadap kesejahteraan keuangan 5) *financial behavior* berpengaruh positif dan signifikan terhadap kesejahteraan keuangan 6) *financial literacy* dan *financial self-efficacy* berpengaruh positif dan signifikan terhadap kesejahteraan keuangan dimediasi oleh *financial behavior* 7) *financial literacy* dan *financial self-efficacy* berpengaruh positif dan signifikan terhadap kesejahteraan keuangan dimediasi oleh *financial behavior*.

Kata Kunci : *Financial Behavior, Financial Literacy, Financial Self-Efficacy, Kesejahteraan Keuangan.*

ABSTRACT

This study aims to analyze the effect of financial literacy and financial self-efficacy on financial well-being with financial behavior as a mediating variable among Micro, Small, and Medium Enterprises (MSMEs). The research population consisted of MSME actors in Pamekasan Regency who have obtained business licenses and have been operating for at least 6 months to 1 year. The research sample consisted of 100 respondents selected using purposive sampling. The research method used was a quantitative approach with data collection techniques through the distribution of questionnaires to MSME actors. Data analysis was performed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. Model evaluation included validity and reliability tests (outer model), as well as structural relationship tests (inner model) covering R-Square, Q-Square, collinearity tests, and hypothesis testing for both direct and indirect (mediation) effects. The results of the study indicate that 1) financial literacy has a positive and significant effect on financial behavior 2) financial self-efficacy has a positive and significant effect on financial behavior 3) financial literacy has a positive and significant effect on financial well-being 4) financial self-efficacy has a positive and significant effect on financial well-being 5) financial behavior has a positive and significant effect on financial well-being 6) financial literacy and financial self-efficacy have a positive and significant effect on financial well-being mediated by financial behavior 7) financial literacy and financial self-efficacy have a positive and significant effect on financial well-being mediated by financial behavior.

Keywords: *Financial Behavior, Financial Literacy, Financial Self-Efficacy, Financial Well-Being.*