

ABSTRAK

Faricha Hanum, *Financial Satisfaction* Pelaku UMKM Daerah Pesisir Kabupaten Pamekasan dan Kabupaten Sumenep: *Financial Management Behavior* dan *Financial Knowledge*. Dibawah bimbingan Purnamawati, S.E., M.Si.

Tujuan penelitian ini untuk mengetahui pengaruh *financial management behavior* dan *financial knowledge* terhadap *financial satisfaction* pelaku UMKM daerah pesisir Kabupaten Pamekasan dan Kabupaten Sumenep. Metode penelitian ini menggunakan metode kuantitatif. Data yang digunakan adalah data primer dan data sekunder. Data penelitian diperoleh dengan wawancara, observasi dan penyebaran kuesioner dengan menggunakan skala Likert. Sampel yang digunakan sebesar 60 responden. Penelitian ini menggunakan metode teknik non-probability sampling, purposive sampling dan dengan bantuan program SmartPLS 3.

Hasil penelitian menunjukkan variabel *financial management behavior* (X1) berpengaruh terhadap *financial satisfaction* (Y) dan variabel *financial knowledge* (X2) berpengaruh terhadap *financial satisfaction* (Y).

Kata Kunci: *Financial Knowledge, Financial Management Behavior, Financial Satisfaction*

ABSTRACT

Faricha Hanum, *Financial Satisfaction of MSME Actors in Coastal Areas of Pamekasan Regency and Sumenep Regency: Financial Management Behavior and Financial Knowledge. Under the guidance of Purnamawati, S.E., M.Si.*

The purpose of this study was to determine the effect of financial management behavior and financial knowledge on financial satisfaction of MSME players in the coastal areas of Pamekasan Regency and Sumenep Regency. This research method uses quantitative methods. The data used are primary data and secondary data. The research data was obtained by interview, observation and distributing questionnaires using a Likert scale. The sample used was 60 respondents. This study uses non-probability sampling technique method, purposive sampling and with the help of SmartPLS 3 program.

The results showed that the financial management behavior variable (X1) had an effect on financial satisfaction (Y) and the financial knowledge variable (X2) had an effect on financial satisfaction (Y).

Keywords: Financial Knowledge, Financial Management Behavior, Financial Satisfaction