



# The 1<sup>ST</sup> UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



## FINANCIAL EDUCATION TO INCREASE FINANCIAL LITERACY

### IRIN WIDAYATI

Departement of Accounting Education  
Faculty of Economics  
Universitas Negeri Surabaya  
Email: irinwidayati@unesa.ac.id

### LUQMAN HAKIM

Departement of Accounting Education  
Faculty of Economics  
Universitas Negeri Surabaya  
Email: luqmanhakim@unesa.ac.id

### ROCHMAWATI

Departement of Accounting Education  
Faculty of Economics  
Universitas Negeri Surabaya  
Email: rochmawati@unesa.ac.id

### ABSTRACT

Education has a very important role in the establishment of financial literacy for college students, both through informal education and formal education. Formal education functions continuing education conducted by parents at home. This study aims to explain: 1) the influence of college financial education towards the financial literacy, 2) the influence of family financial education towards the financial literacy, 3) that the high level of family financial education can moderate the influence of college financial education towards the financial literacy. The design of this research is explanatory research since it examined the influences of direct and indirect college financial education and family financial education towards the level of financial literacy. The population of this research was students at the Faculty of Economics and the research sample was 100 students. The data analysis technique applied was the path analysis by employing WarpPLs program. The results of this study were: 1) college financial education had a direct significant positive influence towards the financial literacy, 2) family financial education had a direct significant positive influence towards the financial literacy, and 3) that the high level of family financial education cannot moderate the influence of college financial education towards the financial literacy. Contributions based on the results of this study, financial education for families is very important to be developed in accordance to education in college. It will be able to support financial education in formal institutions so that student financial literacy is increasing. Subsequent researchers are suggested to study more about financial education in family and college.

**Keywords:** *financial education, family, student, literacy*