

ABSTRACT

**THE STUDY OF FACTORS THAT INFLUENCE FINANCIAL AWARENESS
(Case Study on Economic Faculty Batch 2014-2015
Students Sanata Dharma University)**

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The purpose of this study is to find out factors that influence financial awareness of the students of economic Faculty Sanata Dharma University.

The population of this study is all of the students of Economic Faculty Sanata Dharma University batch 2014-2015. The samples are 89 students of the economic faculty students of Sanata Dharma University. The data is collected by distributing of questionnaire. Technique analysis is multiple linear regressions.

The result showed that in partially age was influenced financial awareness, gender was influenced financial awareness, study program was influenced financial awareness, and economical status of the parents was influenced financial awareness. Simultaneously age, gender, study program, and economical status of parents influenced financial awareness.

Keywords: age, gender, study program, economical status of the parents, financial awareness.

ABSTRAK

STUDI FAKTOR-FAKTOR YANG MEMPENGARUHI KESADARAN KEUANGAN (Studi Kasus pada Mahasiswa Fakultas Ekonomi Angkatan 2014-2015 Universitas Sanata Dharma)

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Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi kesadaran keuangan mahasiswa Fakultas Ekonomi Universitas Sanata Dharma.

Populasi dalam penelitian ini merupakan seluruh mahasiswa Fakultas Ekonomi Universitas Sanata Dharma angkatan 2014-2015. Sampel berjumlah 89 mahasiswa Fakultas Ekonomi Universitas Sanata Dharma. data diperoleh dari penyebaran kuesioner. Teknik analisis yang digunakan merupakan regresi linear berganda.

Hasil penelitian menunjukkan secara parsial bahwa usia berpengaruh terhadap kesadaran keuangan, gender berpengaruh terhadap kesadaran keuangan, program studi berpengaruh terhadap kesadaran keuangan, dan status ekonomi orang tua berpengaruh terhadap kesadaran keuangan. Sedangkan secara simultan usia, *gender*, program studi, dan status ekonomi orang tua berpengaruh terhadap kesadaran keuangan.

Kata Kunci: usia, *gender*, program studi, status ekonomi orang tua, kesadaran keuangan.