

The effect of financial literacy on the personal financial management of housewives during the COVID-19 pandemic in Makassar city

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Abstract

The pandemic condition makes most housewives complain because of financial management problems. Financial literacy can help a person in managing household finances in times of crisis. This study aims to determine the influence of financial knowledge, financial behavior, and financial attitudes on the personal financial management of housewives in the city of Makassar. This research is quantitative research using descriptive analysis. The data used are primary data. The number of samples was 100 people with a *purposive sampling* approach. The results showed that financial knowledge partially had a negative and significant effect on personal financial management with a calculated t value of $-2.298 < t \text{ table } 1.984$ and a significant value of $0.024 < 0.05$. Financial behavior partially had a positive and significant effect on personal financial management with a calculated t value of $5.133 > t \text{ table } 1.984$ and a significant value of $0.000 < 0.05$. Financial attitudes partially have a positive and significant effect on personal financial management with a calculated t value of $2.951 > t \text{ table } 1.984$ and a significant value of $0.004 < 0.05$. Financial knowledge, financial behavior, and financial attitudes simultaneously had a positive and significant effect on personal financial management with a calculated F value of $25,849 > F \text{ table } 3.09$ and a significant value of $0.000 < 0.05$.

Keywords: Literacy; Financial; Management; COVID-19; Makassar

1. Introduction

The COVID-19 pandemic has changed the order of society almost all over the world. One form of preventing this widespread outbreak is by urging people to stay indoors. All general activities such as work, school, and even worship activities are recommended to be carried out at home unless there is an emergency that requires outside activities such as buying necessities. This change has a major impact on various sectors because changes in people's activities are currently silencing the business world (enterprise), for example in fields such as tourism, online transportation, retail, and others. To maintain economic balance in the long term, staying at home alone is considered not always applicable to survive over time [1]. In fact, the spread of this virus has resulted in the economic activity being hampered and its effect on the level of social welfare has been increasingly felt by some people. Erratic economic conditions will also affect the increase in the price of basic necessities, while family income tends not to increase (increase) and disrupt the stability of the family economy. In general, the financial problems that occur in each family are expenses higher than

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income, time and the amount of income that is not fixed, do not have an emergency fund, difficulty paying loans, difficulty paying off children's school fees, difficulty in understanding between needs and wants [2].

The restriction of activities during the COVID-19 pandemic, it also has an impact on the city of Makassar. Economic activities were hindered and layoffs caused an increase in total poverty in Makassar City reaching 7% from the previous total of 4.4%. This can also be seen in the economic condition of the community in one village in Makassar, namely Bangkala Village, Manggala District. Manggala District is one of the 3 sub-districts in Makassar City that has the largest population. Based on observations, most of the people in Bangkala village experience financial difficulties to change professions to meet their needs every day. This is due to the uncertain situation and conditions during the COVID-19 pandemic in Indonesia. That way, every family or household must have a strategy or way to deal with this situation, especially financial problems by implementing good financial management. Housewives who are the control holders in managing family finances should have good financial literacy in order to manage personal finances well as well.

According to Gitman in [3] that financial management is the process of planning, analyzing, and controlling financial activities. Personal financial management is a form of application of financial management by planning and controlling finances for each individual and household. [4] states that it is not easy to implement financial management because the implementation has a structured stage and needs to be followed. However, an understanding of personal financial management needs to be possessed first, because it is the initial stage in the good application when managing finances owned by each individual. This is based on the opinion that to start something starts from the head, which means to think first and then act. Meanwhile, according to [5] it states that personal financial management is how individuals and families earn, budget, and manage money, while still considering all current and future financial risks. *Personal finance management* is the art & science of managing the financial resources of everyone. The individual unit within the scope of the family referred to in this study is the wife (housewife). In applying financial management to everyone, certainly has a different way. For this reason, the study was conducted to find out how individual wife manages their family finances by judging from the level of financial literacy they have.

According to the Financial Services Authority (OJK), financial literacy is knowledge, skills, and beliefs that can influence attitudes and behaviors to add quality in making decisions and managing finances with the aim of achieving welfare [6]. Whereas according to Manurung, "financial literacy is a set of skills and knowledge that allows an individual to make decisions and be effective with all their financial resources". Financial Literacy is a basic understanding that everyone must have in order to be able to avoid financial problems. Financial problems arise not only because of a person's small income but it can also be caused of a person's lack of knowledge in managing their finances. To overcome this financial falsification the existence of financial literacy because it can provide the ability for a person to utilize the resources he has so that welfare improvement is achieved [7]. Furthermore, there are 4 things discussed in financial literacy, namely the budget, that savings/deposits, loans/debts, and investments/investments. When a person earns income, then there must be a budget set aside for savings or investments. If it can be implemented properly, it does not require additional money by looking for loans/debts because it has been able to manage its finances well [8].

Based on the Financial Services Authority (OJK), the level of financial literacy is divided into four parts [6], namely; 1) *Well Literate*, is a level that has knowledge/understanding and trust in financial institutions along with financial products and financial services and also has mastery in utilizing them, 2) *Sufficient literate*, is a level that has knowledge/understanding and trust in financial institutions including features, risks, benefits, rights, and obligations related to financial products and financial services, 3) *Less literate*, which is a level that only has an understanding of the products and services of financial institutions, 4) *Not literate*, is a level that does not have understanding and trust in financial institutions along with financial products and financial services, and also has no mastery in utilizing them.

Akmal and Saputra in [9] explain that *financial literacy* is divided into four parts, namely; 1) General knowledge of personal finance, is everything related to knowledge of personal finance, 2) Savings and Loans, which are a form of deposit in a bank in the form of savings (half of the people's income that is not used for interests and stored as short-term inventory), time deposits (bank deposits which can be taken according to a certain period of time), certificate of deposit (proof of deposit can be traded), and current account (bank deposit used as a transaction medium), 3) Assurance, is a form of risk mitigation by transferring it from one party to another, and 4) Investment, is a form of placing funds whose purpose is to get profit in the future that can exceed the investment funds issued.

2. Material and methods

2.1. Research Design

This research is quantitative research with a descriptive approach. According to [10] that quantitative research is one type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of the research design. Furthermore, [11] stated that quantitative research is research that demands a lot of use of (numerical) numbers, ranging from data collection, and analysis, to the presentation of results/output. The location of study was carried out in one of the villages in Makassar City, namely Bangkala Village, Manggala District with the object of the study, namely housewives.

2.2. Population and Sample

The population used in this study was housewives in Bangkala Village, Manggala District, Makassar City with a total of 5,280 households. Sampling using *the purposive sampling* method so that a total sample of 100 people is obtained that meets predetermined criteria.

2.3. Data Collection Techniques

The data collection technique in this study used questionnaires as a tool to collect data. The questionnaire is designed with a closed pattern, which is to ask a number of questions with available answers. The questions in the questionnaire are measured using the Likert's scale, which is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about the phenomenon of observation [12] with a measurement scale, namely the Likert's scale. The sequence of response values from the questionnaire in this study used a Likert's scale with a range of 1-5, namely (1) strongly disagree, (2) disagree, (3) disagree, (4) agree, and (5) strongly agree.

2.4. Research Instruments

This test aims to show the accuracy of the measuring instruments used in providing measuring results that are in accordance with the value of validity & reliability so that the research results can provide appropriate conclusions & in accordance with actual facts [13].

2.4.1. Validity Test

The provision in this test is that if an instrument used can be declared "valid", if the value of r is calculated $> r$ table. Meanwhile, if an instrument used is declared "invalid", if the value of r is calculated $< r$ table [14]. From the results of validity testing, it shows that the instruments on the variables of financial knowledge, financial behavior, financial attitudes & personal financial management have all been declared valid to be used as answers in assessing each variable studied in housewives in Bangkala Village, Manggala District, Makassar City.

2.4.2. Reliability Test

In determining the level of reliability of a research instrument, namely by using the Cronbach's Alpha method, provided that if the value of Cronbach's Alpha $> 0.60 - 0.80$ is considered to be good/reliable, and if the reliability value is more than $0.80 - 1.00$ it is considered very good/reliable [15]. From the results of reliability testing that have been described in table 4.19, the value of the entire variables of this study can be interpreted as reliable because it has exceeded the limit of the provisions of the value of the reliability coefficient itself, which is 0.60. This means that all items in each variable are declared "feasible" to be used as research measurements.

2.5. Data Analysis

The data analysis method is a method of technique used to analyze data that has been collected and tabulated, either using software or with manual calculations [16]. Data analysis in this study was carried out using statistical methods with an inferential statistical approach, namely multiple linear regression analysis. To qualify for the regression test, a classical assumption test is performed, including 1) a normality test, 2) a multicollinearity test, and 3) a heteroscedasticity test.

- Normality Test; The results of the normality test using Kolmogorov-Smirnov, showed that the value of Asymp. Sig was 0.200, meaning that the value of Kolmogorov-Smirnov was $0.200 > 0.05$ (significant level), which means that the data in this study were "normally distributed".

- **Multicollinearity Test;** The results of the multicollinearity test showed that the financial knowledge tolerance value was $0.437 > 0.01$ with a VIF value of $2.287 < 10$. The financial behavior tolerance value is $0.435 > 0.01$ with a VIF value of $2,300 < 10$. And the financial attitude tolerance value is $0.478 > 0.01$ with a VIF value of $2.091 < 10$. Thus, from the results of the multicollinearity test, the three variables are more > 0.10 , and the VIF value of the three variables is more than < 10 , this shows that there is no multicollinearity problem in the three variables.
- **Heteroscedasticity Test** The results of the heteroscedasticity test using the glejser test in table 4.22 above show that the significant value of all variables is more than > 0.05 , which means that this model has met the heteroscedasticity test because there is no heteroscedasticity, this means that the regression model can be declared good.

Data analysis in this study uses multiple linear regression analysis, with regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y= Dependent Variable

α = constant

$\beta_{1,2,3,4}$ =Coefficient of Determination

$X_{1,2,3,4}$ = Independent Variable

e = Error Term

3. Results and discussion

3.1. T-test (partial)

Table 1 Partial Significant Test Results (t-Test)

| Type | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------|---------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.522 | 2.509 | | 4.193 | 0.000 |
| | Financial Knowledge | 0.204 | 0.089 | 0.264 | -2.298 | 0.024 |
| | Financial Conduct | 0.466 | 0.091 | 0.591 | 5.133 | 0.000 |
| | Financial Attitude | 0.526 | 0.178 | 0.324 | 2.951 | 0.004 |

a. Dependent Variable: Personal Financial Management; Source: Primary Data (processed) on SPSS 25 (2021)

Based on the table above, the test results show that the financial knowledge variable has a coefficient value of - 0.204 with a calculated t value $-2.298 < t_{table} 1.984$, along with a *significant* value of $0.024 < 0.05$, which means that financial knowledge has no influence and *significant* on personal financial management. With this, it can be stated that financial knowledge has a *negative* and *significant* effect on personal financial management.

The financial behavior variable has a coefficient value of 0.466 with a calculated t value of $5.133 > t_{table} 1.984$, along with a significant value of $0.000 < 0.05$, which means that financial behavior has a *positive* and *significant* influence on personal financial management. With this, it can be stated that financial behavior has a *positive* and *significant* effect on personal financial management.

The financial attitude variable has a coefficient value of 0.526 with a calculated t value of $2.951 > t_{table} 1.984$, along with a significant value of $0.004 < 0.005$, which means that financial attitudes have a *positive* and *significant* influence on personal financial management. With this, it can be stated that financial attitudes have a *positive* and *significant* effect on personal financial management.

3.2. Test F (Simultaneous)

This simultaneous variable testing aims to measure whether all independent variables (X) have an influence simultaneously on the dependent variable (Y). The following are the results of the simultaneous significant test outlined in the table below:

Table 2 Simultaneous Significant Test Results (F Test/ANOVA)

| Type | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|--------------------|
| 1 Regression | 633.901 | 3 | 211.300 | 25.849 | 0.000 ^b |
| Residual | 784.739 | 96 | 8.174 | | |
| Total | 1418.640 | 99 | | | |

a. Dependent Variable: Personal Financial Management; b. Predictors: (Constant), Financial Attitude, Financial Knowledge, Financial Behavior; Source : Primary Data (processed) on SPSS 25 (2021)

From the results of the description in the table above, it shows that the calculated F value is $25.849 > F$ table is 3.09, & the significant value is $0.000 < 0.05$, which means that *the* variables of financial knowledge, financial behavior, & financial attitudes have a simultaneous influence on personal financial management. With this, it can be stated that financial knowledge, financial behavior, and financial attitudes simultaneously have a *significant* effect on personal financial management.

3.3. The Effect of Financial Knowledge on Personal Financial Management

Science is one of the factors to assess whether an individual is good at managing their finances. Housewives in Bangkala Village, Manggala District, Makassar City, have low knowledge but are already good at managing their financial activities in their daily lives. So it can be interpreted that, if everyone considers financial knowledge to be not so important, then his financial knowledge will be low. However, if there is a person's desire to manage finances, then low financial knowledge does not affect their financial management. These results are in line with the results of the study [17] stating that financial knowledge does not have a significant effect on financial management While in research [18] has different results by stating that financial *behavior* has a *positive* and *significant* effect on *personal financial management*. This is also in line with the *Organization for Economic Co-operation and Development* (OECD) in [8] the financial literacy index is a value measured based on the financial knowledge component. Financial knowledge is something about finance that happens in everyday life. Financial knowledge is also a person's ability to do everything related to finance, in which there are financial *tools and financial skills* [19]. There are indicators of *financial* knowledge in this research that refer to Lusardi's theory in [20], including Basic knowledge of personal finance, Knowledge of money management, Knowledge of credit & debt management, Knowledge of savings & investment, and Knowledge of risk management.

3.4. The Effect of Financial Behavior on Personal Financial Management

Financial behavior is closely related to responsibility in managing one's finances. In managing finances, it is determined by the behavior owned by each individual, because financial behavior can determine a person's ability to manage their finances and is also an important factor to achieve well-being in everyone's life. Therefore, financial behavior will be good personal financial management, becoming very meaningful for society, especially for every personal housewife. In the midst of this uncertain condition, housewives should become smart individuals in managing their finances by increasing financial *literacy* focused on healthy financial behavior.

So it can be assumed that the better the financial behavior that housewives have, it will also have a good affect on their personal financial management. These results are in line with research [17] that there is a *positive* and *significant* influence on financial behavior variables on people's financial management. In addition, research [21] is also in line with this research that financial *behavior* has a *positive* and *significant* effect on people's *personal financial management*. Financial *behavior* According to [22], financial *behavior* is related to the financial responsibility of each individual which concerns how to manage his finances. Financial responsibility is a way of managing money and a phase that is carried out productively. According to Heck [22], indicators of financial behavior contain questions regarding; setting financial goals, estimating costs accurately, estimating revenues appropriately, planning and raising spending now, considering several alternatives when making financial decisions, adjusting to meet emergency finances, meeting time dates or bills on time, successfully meeting financial goals, and successfully implementing plans expense.

3.5. The Effect of Financial Attitudes on Personal Financial Management

Financial attitude is one of the factors that have an influence on the personal financial management of each individual, meaning that the financial *attitude* in respondents is dominated by good personal financial management. So, it can be concluded that the better the financial attitude that exists in housewives, it will also have a good effect on their personal financial management. This research is in line with research [17] which concludes that financial attitudes have a *positive* and *significant* influence on people's financial management.

Research [21] is also in line with this study conclusion that financial *attitudes* have a *positive* and *significant* effect on people's *personal financial management*. Financial attitudes are intended as states of mind, responses, as well as measurements of finances that are applied to a person's attitudes. Financial attitudes can also be interpreted as the application of financial principles in building & maintaining value by making decisions & managing resources appropriately [22]. Financial attitudes can be measured using the indicators put forward by Rajna in [23], namely: Attitude towards everyday financial behavior, Attitude towards savings plans, Attitude towards financial management, Attitude towards future financial capabilities

3.6. Financial Knowledge, Financial Skills and Financial Attitudes towards Personal Financial Management

In reality, every individual is always faced with difficult financial problems. Most people assume that the cause of the existence of financial problems is low-income levels. In fact, the difficulty of finances is not only due to low income, but also the presence of other factors that result in errors in managing finances. Other factors can also determine whether a person is successful in managing their personal finances. This is evidenced by [24] in research [21], stating that there is a *significant* difference in each individual who has financial literacy with those who do not have *financial literacy* in managing finances. *Financial literacy* is a combination of financial *knowledge*, *financial behavior*, and *financial attitude*.

Financial literacy is very important for all housewives in overcoming their family's financial problems, especially in Bangkala Village, Manggala District, Makassar City. This financial literacy is able to help housewives in managing and control their finances, both in terms of expenses, income, and investments that they make in a wise and very careful way [25, 26, 27]. Despite the fact that the financial literacy of housewives in Bangkala Village in terms of their financial knowledge is still low, this is evidenced by the high financial attitudes and behaviors of housewives and makes their personal financial management good. According to [28, 29], there are 6 ways to manage personal finances in the context of family finances in the context of COVID-19 pandemic, including; a) Evaluating sources of income. If the family's livelihood does not have a direct effect on their finances, then still strive to save money to avoid increasing routine expenses. Vice versa, if the source of income is affected, it is mandatory to adjust the family budget, b) Recalculate the family budget to avoid increasing family expenses. Prioritizing expenses on mandatory posts including loan and installment payments, children's education costs, electricity costs, and other costs. In addition, take advantage of existing promos in buying needs or other basic interests, c) Using a simple budget allocation postal system. For households that have an income below Rp. 10,000,000, it is recommended to divide 2 financial posts, including mandatory routine expenses and routine expenses that can be saved, d) Prioritizing to save a small part of the income to be used as a reserve or emergency expenses, especially for houses that have dependents, e) Doing activities - productive activities that incur small costs, with the aim of building passive income, in order to be able to empower people lain to become savings in the future, and f) Follow insurance to anticipate emergencies.

4. Conclusion

- Financial knowledge has a *negative* and *significant* effect on personal financial management for housewives in Bangkala Village, Manggala District, Makassar City.
- Financial behavior has a *positive* and *significant* effect on personal financial management for housewives in Bangkala Village, Manggala District, Makassar City.
- Financial attitudes have a *positive* and *significant* effect on personal financial management in housewives in Bangkala Village, Manggala District, Makassar City
- Financial knowledge, financial behavior, and financial attitudes have a *significant* effect on personal financial management for housewives in Bangkala Village, Manggala District, Makassar City

Compliance with ethical standards

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Disclosure of conflict of interest

No Conflict of Interest by Authors.

Statement of informed consent

All information obtained from informants in this study has received approval from the informant and is an important part of this research.

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