RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh antara literasi keuangan, pengendalian diri, sosialisasi orang tua, pendapatan, dan tingkat UKT terhadap perilaku menabung mahasiswa S1 FEB Unsoed secara parsial dan simultan. Populasi dalam penelitian ini adalah 1532 mahasiswa FEB Unsoed dengan jumlah sampel sebanyak 94 responden melalui perhitungan Taro Yamane.

Teknik pengumpulan data melalui pendekatan survey melalui kuesioner *google form*. Metode analisis menggunakan teknik regresi linier berganda dengan uji asumsi klasik. Hasil penelitian menunjukkan bahwa sosialisasi orang tua dan tingkat UKT berpengaruh secara parsial terhadap perilaku menabung mahasiswa S1 FEB Unsoed, selanjutnya literasi keuangan, pengendalian diri, sosialisasi orang tua, pendapatan, dan tingkat UKT berpengaruh secara simultan terhadap perilaku menabung mahasiswa S1 FEB Unsoed.

Pengujian yang dilakukan dalam penelitian ini, diantaranya normalitas, multikolinearitas, hetersoskedastisitas, dan linearitas. Hasil dari pengujian yang dilakukan, tidak terjadi uji multikolinearitas, heteroskedastisitas, linearitas, dan data berdistribusi normal.

Kata Kunci: *literasi keuangan, pengendalian diri, sosialisasi orang tua, pendapatan, tingkat UKT, perilaku menabung.*

SUMMARY

This study aims to analyze the effect of financial literacy, self-control, parental socialization, income, and UKT level on the saving behavior of S1 FEB Unsoed students partially and jointly. The population in this study were 1532 FEB Unsoed students with a total sample of 94 respondents through Taro Yamane's calculations.

The technique of collecting data is through a survey approach through a google form questionnaire. The method of analysis used multiple linear regression with classical assumption test. The results showed that parental socialization and UKT level had a partial effect on the saving behavior of FEB Unsoed undergraduate students, then financial literacy, self-control, parental socialization, income, and UKT level had a simultaneous effect on saving behavior of FEB Unsoed undergraduate students.

Tests carried out in this study, including normality, multicollinearity, heteroscedasticity, and linearity. The results of the tests carried out showed that there was no multicollinearity, heteroscedasticity, linearity tests, and the data were normally distributed.
Keywords*: financial literacy, self-control, parental socialization, income, UKT level, saving behavior.*