RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *financial literacy* dan *financial stress* terhadap *financial well-being* dengan *financial behaviour* sebagai variabel mediasi. Variabel dependen yang digunakan dalam penelitian ini yaitu *financial well-being*, variabel independen terdiri dari *financial literacy* dan *financial stress,* serta variabel mediasi berupa *financial behaviour.*

Jenis penelitian pada penelitian ini adalah penelitian kuantitatif dengan metode kuesioner. Populasi pada penelitian ini yaitu pemilik UMKM di Kabupaten Banyumas. Teknik penentuan sampel menggunakan *purposive sampling* yang didasarkan pada beberapa kriteria yaitu 1) Pemilik usaha mikro yang berlokasi di Kabupaten Banyumas, 2) Usaha telah berjalan minimal 1 tahun, 3) Memiliki modal usaha paling banyak 1 miliar rupiah tidak termasuk tanah dan bangunan tempat usaha, 4) Hasil penjualan tahunan paling banyak 2 miliar rupiah, dan 5) Memiliki tenaga kerja 1-4 orang. Diperoleh jumlah sampel sebanyak 110 pemilik UMKM. Teknik analisis data yang digunakan yaitu analisis deskriptif, evaluasi model pengukuran (*outer model*), evaluasi model struktural (*inner model*), dan uji hipotesis.

Hasil penelitian menunjukkan bahwa *financial literacy* berpengaruh positif terhadap *financial well-being, financial literacy* berpengaruh positif terhadap *financial behaviour, financial behaviour* berpengaruh positif terhadap *financial well-being, financial behaviour* memediasi pengaruh *financial literacy* terhadap *financial well-being, financial stress* tidak berpengaruh terhadap *financial well-being, financial stress* berpengaruh positif terhadap *financial behaviour,* dan *financial behaviour* tidak memediasi pengaruh *financial stress* terhadap *financial well-being.*

Implikasi dalam penelitian ini yaitu upaya meningkatkan *financial well-being* pemilik UMKM, maka diharapkan dapat meningkatkan *financial literacy* dan *financial behaviour,* serta mengurangi dampak *financial stress* dalam kegiatan usaha.

Kata kunci: *Financial Well-Being, Financial Literacy, Financial Stress, Financial Behaviour*

SUMMARY

This research aims to analyze financial literacy and stress's influence on financial well-being with financial behaviour as a mediating variable. The dependent variable used in this research is financial well-being, the independent variable consists of financial literacy and financial stress, and the mediating variable is financial behaviour.

The type of research in this research is quantitative research using a questionnaire method. The population in this research is MSME owners in Banyumas Regency. The sampling technique uses purposive sampling which is based on several criteria, namely 1) Owner of a micro business located in Banyumas Regency, 2) The business has been running for at least 1 year, 3) Has business capital of a maximum of 1 billion rupiah excluding land and buildings where the business is located, 4) Annual sales revenue is a maximum of 2 billion rupiah, and 5) Has a workforce of 1-4 people. The sample size was 110 MSME owners. The data analysis techniques used are descriptive analysis, evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing.

The research results show that financial literacy has a positive effect on financial well-being, financial literacy has a positive effect on financial behaviour, financial behaviour has a positive effect on financial well-being, financial behaviour mediates the effect of financial literacy on financial well-being, financial stress has no effect on financial well-being, financial stress has a positive effect on financial behaviour, and financial behaviour does not mediate the effect of financial stress on financial well-being.

The implication of this research is that efforts to improve the financial well-being of MSME owners are expected to increase financial literacy and financial behavior, as well as reduce the impact of financial stress in business activities.

Keywords: Financial Well-Being, Financial Literacy, Financial Stress, Financial Behaviour