Economic and Psychological Factors Affecting Personal Financial Management among Working Generation Z in Surabaya

Devita Ariyanti[1], Nadia Asandimitra[2], Harlina Meidiaswati[3]
Faculty of Economics and Business, Universitas Negeri Surabaya, Indonesia
E-mail: 24081295044@mhs.unesa.ac.id

Received: January, 2026; Accepted: February, 2026; Published: March, 2026
Permalink/DOI: https://doi.org/10.30996/die.v17i01

Abstract

This study investigates economic and psychological determinants of personal financial management behavior (PFMB) among employed members of Generation Z in Surabaya, utilizing the Theory of Planned Behavior as a framework. The predictors assessed include income, financial knowledge, materialism, financial attitude, and locus of control (internal and external). A quantitative survey approach was employed, gathering questionnaire responses from 385 Generation Z individuals who had been employed for at least six months and were either residing in or actively engaged in Surabaya. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrate that income, financial knowledge, materialism, financial attitude, and internal locus of control have positive and significant effects on personal financial management behavior, whereas external locus of control does not. These findings suggest that Generation Z workers in Surabaya are more influenced by economic resources, financial literacy, constructive financial attitudes, and beliefs in self-control than by external factors such as luck, fate, or uncontrollable circumstances when managing their finances.

Keywords: *Income, Materialism, Locus of Control, Personal Financial Management Behavior*
JEL Classification: D14, D91, G41

INTRODUCTION

Indonesia's economy has experienced relatively stable growth following the COVID-19 pandemic. Nevertheless, this macroeconomic recovery has not fully addressed persistent structural challenges affecting young workers, including unemployment, limited job opportunities, and unequal income distribution (BPS, 2025b). As indicated in Figure 1, Indonesia's open unemployment rate stood at 4.76% in February 2025, with a significant proportion of the unemployed being individuals aged 15–24 years, a demographic closely linked to Generation Z (BPS, 2025c; CNBC, 2025). These circumstances demonstrate that young people continue to encounter substantial barriers to entering and remaining in the labor market. The disparity between the number of job seekers and available positions compels many

young workers to accept low-wage or informal employment (Pancawati, 2025; Yonatan, 2025).

Figure 1. Open Unemployment Rate
Source: BPS (2025c)

Simultaneously, the average wage earned by young workers remains relatively low compared to the rising cost of living, resulting in financial pressure for Generation Z as they begin to establish financial independence. According to Figure 2, the average worker wage in Indonesia was IDR 3.09 million in February 2025 (BPS, 2025c). In contrast, the monthly net wage for Generation Z workers falls below this average, ranging from IDR 1.9 million for those aged 15–19 years, IDR 2.4 million for those aged 20–24 years, to IDR 2.9 million for those aged 25–29 years (BPS, 2025d). These income constraints may limit their capacity to save, invest, prepare emergency funds, and manage future financial risks. Consequently, income represents a critical economic factor in understanding personal financial management behavior among working members of Generation Z.

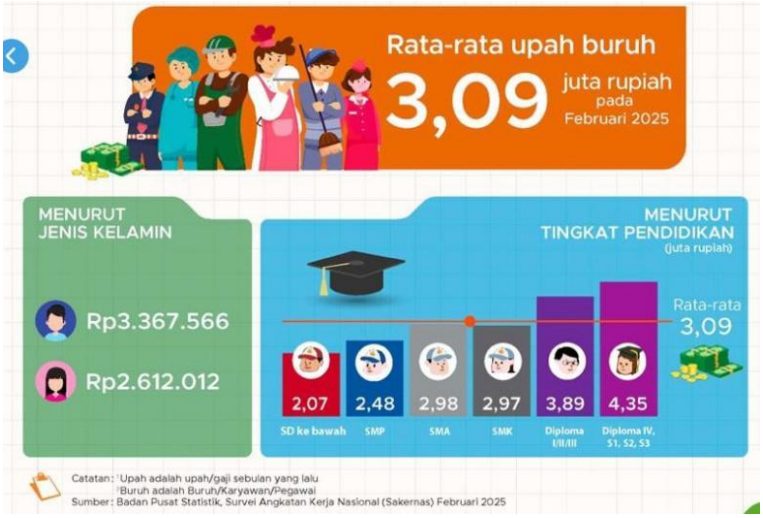

Figure 2. Average Workers' Wage in Indonesia
Source: BPS

Generation Z, generally defined as individuals born between 1997 and 2012, has become an important demographic group in Indonesia's productive age structure (BPS, 2025a). This generation is currently entering the workforce and is

in a critical stage of transition from financial dependence to financial independence. Although Generation Z has broad access to digital information and financial technology, this access does not automatically lead to sound financial behavior. On the contrary, digital exposure may increase the tendency toward impulsive consumption, online shopping, pay-later services, and short-term financial decision-making. Lifestyle trends such as Fear of Missing Out (FOMO) and You Only Live Once (YOLO) may further encourage consumption and weaken long-term financial planning (Faculty Corner, 2024). Therefore, understanding the factors that shape Generation Z's personal financial management behavior is increasingly important.

Personal financial management behavior (PFMB) encompasses individual habits, attitudes, and decisions related to personal financial planning and management. This includes activities such as budgeting, spending, saving, credit management, investment, insurance, and long-term financial planning. According to Deacon and Firebaugh (1988), as cited in Mien & Thao (2015), personal financial management involves planning, implementing, and evaluating financial resources to achieve financial objectives. Effective PFMB is crucial because financial decisions made in early adulthood can significantly affect future financial well-being (Putri et al., 2025). Despite this importance, young people frequently face financial challenges, including debt, low savings, poor investment choices, and inadequate financial planning (Goyal et al., 2023). These challenges indicate that PFMB is influenced by both economic and behavioral or psychological factors.

The digital environment further amplifies the significance of PFMB among Generation Z. As digital natives, members of Generation Z spend substantial time online and are extensively exposed to social media, digital marketing, live shopping, affiliate links, and lifestyle content. Such exposure may reinforce materialistic values and prompt individuals to prioritize immediate gratification over long-term financial objectives (Pangestu & Karnadi, 2020; Putri et al., 2025). Materialism is characterized by a value orientation in which the possession of money and material goods is viewed as a source of happiness, status, and success (Arofah et al., 2018; Podoshen & Andrzejewski, 2012). Individuals exhibiting high levels of materialism are more likely to engage in status consumption and seek short-term pleasures, potentially undermining effective financial management behavior (Arofah et al., 2018).

This study is grounded in the Theory of Planned Behavior (TPB), which asserts that individual behavior is influenced by intention, and that intention is shaped by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB plays a vital role in shaping financial behavior, since our financial choices stem not just from economic means but also from psychological evaluation, perceived behavioral control, and individual beliefs. Within this framework, financial attitude reflects an individual's assessment of financial management practices, while financial knowledge and locus of control are key psychological factors that influence perceived control over financial decisions. Internal locus of control denotes the belief that financial outcomes result from personal effort and ability, whereas external locus of control attributes financial outcomes to luck, fate, or external circumstances (Rotter, 1966; Wahyudi et al., 2020). Accordingly, TPB serves as a powerful lens for exploring the ways economic and psychological factors shape PFMB.

Previous research has investigated various determinants of PFMB, including income, financial knowledge, materialism, financial attitude, and locus of control. Income is recognized as a significant economic factor, as individuals with higher incomes generally have greater capacity to meet needs, save, invest, and manage financial responsibilities (Adiputra & Patricia, 2020; Wahyudi et al., 2020). Some studies have identified a positive relationship between income and financial behavior (Adzis et al., 2017; Herlindawati, 2017; Wahyudi et al., 2020), whereas others have reported insignificant effects (Putri et al., 2025). Financial knowledge has also been extensively examined, with certain studies demonstrating a positive impact on PFMB (Aghababaei & Khademi, 2015; Asandimitra & Kautsar, 2019; Lee et al., 2019; Mien & Thao, 2015; Salazar & Solis, 2025), while others have found insignificant or even negative effects (Herdjiono & Damanik, 2016; Kayode et al., 2022; Moko et al., 2022). Comparable inconsistencies are observed in research on materialism, financial attitude, and both internal and external locus of control (Arofah et al., 2018; Goyal et al., 2023; Mutlu & Özer, 2022; Yudha & Pradana, 2022).

These inconsistent findings reveal a research gap in the literature on PFMB. Previous studies have typically examined economic and psychological variables in isolation or have focused primarily on students and young adults. However, Generation Z individuals entering the workforce may face distinct financial responsibilities compared to students, as they are more likely to manage their income, daily expenses, debt, savings, and future financial planning independently. Consequently, further research is required to clarify the influence of economic and psychological factors on PFMB within a more specific population, namely, working Generation Z. This context underpins the present study. Surabaya, as a major economic center in East Java, features robust economic activity and a substantial Generation Z population. The city also offers the highest minimum wage in East Java, yet this is offset by a high cost of living (BPS Kota Surabaya, 2025; Hayat, 2025; Widi, 2023). Additionally, Surabaya is recognized for its urban lifestyle, shopping, culinary scene, and entertainment, which may reinforce consumer-oriented behavior among young workers (DISBUDPAR Jatim, 2024; Fadilah, 2025). These factors position Surabaya as an appropriate setting for investigating how Generation Z manages personal finances amid economic pressures and a consumer-driven urban environment.

This study is novel due to its focus on working Generation Z in Surabaya, a group currently in the early stages of financial independence, yet receiving limited attention in previous studies. Unlike prior research that mostly focused on students or young adults in general, this study specifically examines Generation Z individuals who have worked for at least six months. In addition, this study develops a more comprehensive model by examining six independent variables simultaneously: income, financial knowledge, materialism, financial attitude, internal locus of control, and external locus of control. This integrated model allows the study to capture both economic and psychological dimensions of PFMB within a single empirical framework.

Based on the above discussion, this study aims to examine the influence of economic and psychological dimensions of PFMB among working Generation Z individuals in Surabaya. The findings are expected to contribute to the behavioral finance literature and provide practical insights for young workers, educational

institutions, policymakers, and financial regulators in designing more effective financial literacy and financial behavior improvement programs.

METHOD

This study employed a quantitative research approach with a confirmatory and causal-associative design. The quantitative approach was selected because the study aimed to test predetermined hypotheses and examine the predictive relationships between economic and psychological factors and personal financial management behavior.

The study was conducted in Surabaya, Indonesia. Surabaya was selected because it is one of the main economic centers in East Java, has a large Generation Z population, and is characterized by relatively high wages, high living costs, and a strong urban consumer lifestyle. These conditions make Surabaya a relevant setting for examining personal financial management behavior among young workers.

The population of this study consisted of Generation Z individuals, defined as those born between 1997 and 2012. The sample was selected using non-probability purposive sampling. The criteria for respondents were: (1) belonging to Generation Z, (2) having worked for at least six months, (3) being domiciled, working, or actively engaged in Surabaya, and (4) being willing to complete the questionnaire. Because the exact size of the target population could not be determined, Cochran's formula for unknown population sizes was used to calculate the minimum sample size, the study determined that at least 384 respondents were needed. To ensure more balanced representation across the city, quota sampling was also applied by distributing respondents equally across five areas of Surabaya: Central Surabaya, North Surabaya, East Surabaya, West Surabaya, and South Surabaya. After data screening, 385 valid responses were obtained and analyzed, with 77 respondents from each area.

Primary data were collected using a structured questionnaire. The questionnaire was distributed through both online and offline methods. The online distribution was conducted using Google Forms, while the offline distribution was carried out by approaching potential respondents in selected public areas and asking them to complete the questionnaire by scanning a QR code.

The study measured one dependent variable and six independent variables.. Income was measured using monthly income categories and then converted into a dummy variable according to Perry & Morris (2005). Respondents with a monthly income above IDR 5,000,000 were coded as 1, while respondents with a monthly income of IDR 5,000,000 or below were coded as 0. This classification was based on the Surabaya minimum wage standard.

The remaining variables were measured using a five-point Likert scale. Financial knowledge was measured using 10 items covering general personal finance knowledge, savings and loans, investments, and insurance, adapted from Sabrin et al. (2025). Materialism was measured using nine items adapted from Pangestu & Karnadi (2020), covering centrality, happiness, and success dimensions. Financial attitude was measured using nine items related to budgeting, saving habits, future financial planning, financial responsibility, risk and insurance, and debt management, adapted from Mien & Thao (2015). Internal and external locus of control were each measured using three items adapted from McNair et al.

(2016). Personal financial management behavior was measured using 12 items adapted from Dew & Xiao (2011), covering consumption and cash flow management, credit management, saving and investment, and risk management.

Data analysis was conducted using SEM-PLS with SmartPLS 4. Before hypothesis testing, descriptive statistics were used to describe respondent characteristics and the distribution of responses for each variable. The Three Box Method was applied to interpret the response tendencies of variables measured on a Likert scale. Income was excluded from this interpretation because it was measured using income categories and converted into a dummy variable.

RESULTS AND DISCUSSION

Respondent Profile

The demographic profile of the respondents is presented in Table 1. The table shows that the majority of respondents were aged 20–25 years, accounting for 272 respondents (71% of the sample). Female respondents comprised 246 (64%), while male respondents accounted for 139 (36%). Most respondents held undergraduate degrees, totaling 226 (59%). A significant proportion were unmarried, with 329 individuals (85%). By occupation, the majority were private employees, totaling 260 respondents (68%). Most respondents reported 1 to 2 years of work experience, with 203 individuals (53%). The sample was evenly distributed across five areas of Surabaya, with 77 respondents from each area. Regarding monthly income, most respondents earned between IDR 2,500,000 and IDR 5,000,000, totaling 209 individuals (54%). These characteristics demonstrate that the sample aligns with the study's focus on working Generation Z individuals in the early stages of financial independence.

Table 1. Respondent profile

Characteristic	Dominant Category	Frequency	Percentage
Age	20–25 years	272	71%
Gender	Female	246	64%
Education	D4/S1	226	59%
Marital status	Unmarried	329	85%
Occupation	Private employee	260	68%
Work experience	1–2 years	203	53%
Monthly income	IDR 2,500,000–IDR 5,000,000	209	54%

Source: Primary data processed by the author (2026)

Descriptive Statistics

The descriptive statistics of the research variables are shown in Table 2. According to the Three Box Method, financial knowledge had an average index of 294.14, categorized as high. This suggests that respondents possessed a strong understanding of personal finance, encompassing budgeting, debt obligations, emergency funds, savings, investment, insurance, and financial risk. Materialism recorded an average index of 228.64, classified as moderate, reflecting a moderate tendency among respondents to value possessions and consumption. Financial attitude had an average index of 293.40, also categorized as high, indicating positive attitudes toward budgeting, saving, future planning, and financial responsibility. Internal locus of control had an average index of 291.20, categorized as high, suggesting that respondents believed their financial condition was primarily

influenced by their own decisions and actions. In contrast, the external locus of control had an average index of 245.67, categorized as moderate. Personal financial management behavior had an average index of 287.88, categorized as high, demonstrating that respondents generally exhibited sound financial management practices.

Table 2. Descriptive statistics of research variables

Variable	Average Index	Category
Financial knowledge	294.14	High
Materialism	228.64	Moderate
Financial attitude	293.40	High
Internal locus of control	291.20	High
External locus of control	245.67	Moderate
Personal financial management behavior	287.88	High

Source: Primary data processed by the author (2026)

Validity Test

The test results demonstrate that the measurement model satisfied the necessary criteria prior to structural analysis. As illustrated in Figure 3, the majority of indicators exhibited outer loadings above 0.70, confirming that they effectively represented their respective constructs. Two indicators, M1 (0.679) and FA9 (0.477), had outer loadings below 0.70. Both were retained because their values remained within an acceptable range and did not undermine the constructs' overall feasibility. This conclusion is further substantiated by the average variance extracted (AVE) values for all variables, each exceeding 0.50: financial knowledge (0.644), materialism (0.553), financial attitude (0.633), internal locus of control (0.745), external locus of control (0.669), and PFMB (0.607). Therefore, all constructs met the criteria for convergent validity.

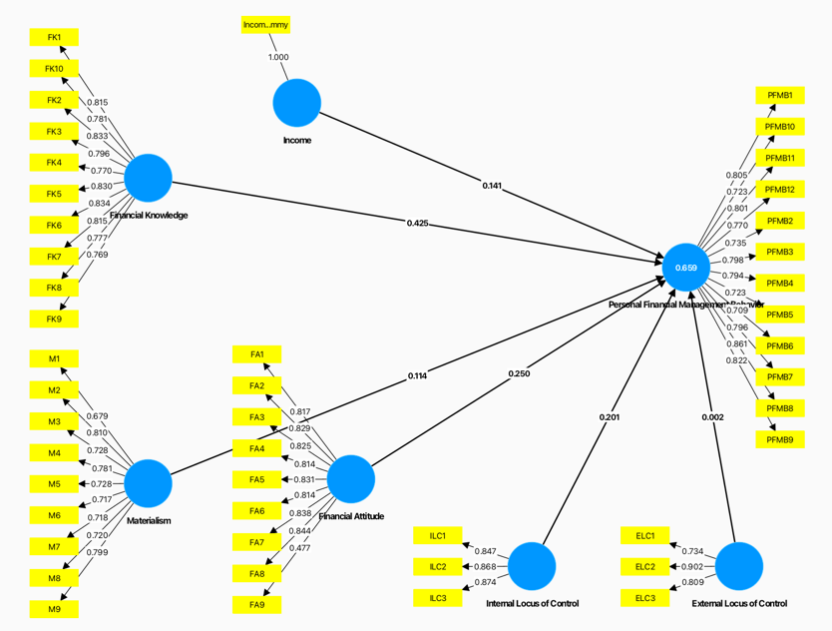

Figure 3. Outer Loading Test Results
Source: SmartPLS 4 Output (2026)

Discriminant validity was confirmed through cross-loading, Fornell-Larcker, and HTMT assessments. The cross-loading analysis demonstrated that each indicator exhibited the highest loading on its respective construct. According to the Fornell-Larcker criterion, the square root of the average variance extracted (AVE) for each construct exceeded its correlations with other constructs: financial knowledge (0.802), materialism (0.743), financial attitude (0.796), internal locus of control (0.863), external locus of control (0.818), and PFMB (0.779). The HTMT analysis further corroborated these results, as all inter-construct relationship values were below the 0.85 threshold, with the highest value observed between financial knowledge and PFMB (0.795). Collectively, these findings indicate that the indicators and constructs in this study are valid and appropriate for subsequent analysis

Reliability Test

The results of the reliability test demonstrate that all constructs in this study exhibit strong internal consistency. As presented in Table 3, all variables satisfied the established reliability criteria. All constructs exceeded the 0.70 threshold for composite reliability, indicating robust indicator reliability. Additionally, all constructs had Cronbach's alpha values higher than the minimum threshold of 0.70. Therefore, all constructs demonstrate sufficient reliability and are appropriate for subsequent structural analysis.

Table 3. Reliability test results

	Composite Reliability	Cronbach's Alpha
Financial Knowledge	0.939	0,938
Materialism	0.946	0,907
Financial Attitude	0.935	0,924
Internal Locus of Control	0.832	0,829
External Locus of Control	0.945	0,775
Personal Financial Management Behavior	0.943	0,941

Source: SmartPLS 4 Output (2026)

Inner Model Evaluation

The evaluation of the inner model demonstrates that the structural model satisfies the fundamental eligibility criteria required for subsequent analysis. All variance inflation factor (VIF) values in the multicollinearity test were below the threshold of 5, with Income_Dummy recording the lowest value at 1.000 and PFMB8 the highest at 3.444. These results suggest the absence of significant multicollinearity among the model's indicators or variables. The adjusted R-square value for personal financial management behavior (PFMB) was 0.653, indicating that income, financial knowledge, materialism, financial attitude, internal locus of control, and external locus of control collectively explained 65.3% of the variance

in PFMB. The remaining 34.7% was attributable to factors not included in the model, and this R-square value is considered moderate. Additionally, the Q^2 value of 0.392 demonstrates predictive relevance, as it exceeds zero. Consequently, the research model is considered adequate for explaining and predicting PFMB among Generation Z in Surabaya.

Hypothesis Testing

Table 4. Hypothesis test results

	Original Sample	T statistics	P-values
Income -> Personal Financial Management Behavior	0.141	2.203	0.028
Financial Knowledge -> Personal Financial Management Behavior	0.425	7.581	0.000
Materialism -> Personal Financial Management Behavior	0.114	3.219	0.001
Financial Attitude -> Personal Financial Management Behavior	0.25	4.813	0.000
Internal Locus of Control -> Personal Financial Management Behavior	0.201	3.501	0.000
External Locus of Control -> Personal Financial Management Behavior	0.002	0.064	0.949

Source: SmartPLS 4 Output (2026)

According to Table 4, income plays a meaningful and positive role in shaping PFMB, with a coefficient of 0.141 and a p-value of 0.028. Consequently, H0 is rejected, and Ha1 is accepted, indicating that higher income is associated with improved personal financial management. Financial knowledge also exhibits a positive and significant effect, with a coefficient of 0.425 and a p-value of 0.000. Therefore, H0 is rejected, and Ha2 is accepted. These findings suggest that financial knowledge is the most influential factor in promoting planned financial decision-making among Generation Z.

Materialism demonstrates a significant effect, with a coefficient of 0.114 and a p-value of 0.001. As a result, H0 is rejected; however, Ha3 is not supported because the effect is positive rather than negative, which is contrary to the initial hypothesis. This finding suggests that, among respondents in this study, materialism may be linked to the motivation to manage finances to achieve specific objectives or acquire desired possessions. Financial attitude also shows a positive and significant effect, with a coefficient of 0.250 and a p-value of 0.000. Therefore, H0 is rejected, and Ha4 is accepted, indicating that a more positive financial attitude is associated with improved financial management behavior.

Internal locus of control also exhibits a positive and significant effect, with a coefficient of 0.201 and a p-value of 0.000. Accordingly, H0 is rejected, and Ha5 is accepted. This result suggests that individuals who attribute their financial condition to personal effort and decision-making are more likely to demonstrate responsible financial management. In contrast, the external locus of control has no significant effect, as indicated by a coefficient of 0.002 and a p-value of 0.949. Therefore, H0 is accepted, and Ha6 is rejected, indicating that beliefs in external

factors such as fate, luck, or uncontrollable circumstances do not influence personal financial management behavior among Generation Z in Surabaya.

Discussion

The findings indicate that personal financial management behavior (PFMB) among working Generation Z in Surabaya is shaped by both economic and psychological factors. Income, financial knowledge, financial attitude, materialism, and internal locus of control play significant roles in shaping PFMB, while external locus of control does not serve as a determining factor. These results suggest that working Generation Z individuals are proactive in responding to financial pressures, relying on their financial capacity, knowledge, attitudes, and self-belief when making financial decisions.

Income emerges as a critical factor, particularly as respondents are in the early stages of financial independence. At this stage, income is allocated not only to daily needs but also to setting financial priorities, fulfilling obligations, saving, and planning for future requirements. This finding aligns with Herlindawati (2017), Adzis et al. (2017), and Wahyudi et al. (2020), who found that income supports improved financial behavior. For Generation Z in Surabaya, higher income levels provide greater financial flexibility, enabling individuals to develop more structured financial habits beyond mere economic survival.

Financial knowledge also plays an important role; it is a significant determinant of PFMB. Generation Z individuals with a strong understanding of income management, debt risk, savings, investment, and financial protection are better equipped to make rational financial decisions. This finding is consistent with Mien & Thao (2015), Aghababaei & Khademi (2015), Lee et al. (2019), and Sabrin et al. (2025), who emphasize that financial knowledge is foundational to healthier financial behavior. In practice, financial knowledge enables individuals to assess the implications of using pay-later services, obtaining loans, or engaging in consumer spending. Consequently, practical financial literacy is increasingly important for Generation Z, who are highly exposed to digital financial services. In reality, materialism is often associated with consumption and poor financial control. However, among the respondents in this study, orientation toward ownership did not always lead to poor financial behavior. For working Generation Z in Surabaya, the desire to own certain goods may prompt them to manage their income, set financial targets, and adjust their spending. This indicates that materialism is not always destructive; rather, it can serve as a financial motivation when individuals manage their desires in a planned manner. This finding differs from Arofah et al. (2018), Pangestu & Karnadi (2020), and Helm et al. (2019), but is consistent with Li et al. (2025), who argued that the meaning of materialism may vary depending on social and cultural contexts.

Financial attitude is another key factor in promoting effective financial management. Respondents who demonstrated positive perspectives on financial planning, spending control, saving, and financial responsibility were more likely to manage their finances effectively. This finding supports the Theory of Planned Behavior, particularly the attitude component, which posits that a positive attitude toward a behavior increases the likelihood of its enactment. The result is consistent with Mien & Thao (2015), Aghababaei & Khademi (2015), Yudha & Pradana

(2022), and Ansar et al. (2023), confirming that financial attitude is a significant determinant of PFMB.

Internal locus of control further reinforces PFMB among Generation Z. Individuals who attribute their financial condition to personal effort and decision-making are more proactive in managing expenses, fulfilling obligations, saving, and planning for the future. This finding is supported by Bapat (2020) and Mutlu & Özer (2022), who demonstrate that belief in personal control fosters more responsible financial behavior. Within the TPB, this corresponds to perceived behavioral control, which is essentially the confidence a person feels in shaping what happens next. For Generation Z at the onset of their careers, this belief is particularly important as they assume independent financial responsibilities.

In contrast, the external locus of control was not identified as a determining factor of PFMB. Although respondents acknowledge the influence of opportunities, labor market conditions, environmental factors, and luck, these are not the primary bases for financial management. Working Generation Z in Surabaya relies more on knowledge, attitudes, and self-control than on external circumstances. This finding aligns with Aghababaei & Khademi (2015), Yudha & Pradana (2022), and Goyal et al. (2022), but contrasts with Mien & Thao (2015) and Goyal et al. (2023), who found that external control may weaken financial behavior. By demonstrating that PFMB is influenced not only by economic factors but also by individual psychological factors. The findings also support the relevance of the Theory of Planned Behavior for explaining financial management behavior, particularly through the roles of attitude, knowledge, and perceived behavioral control. However, the positive direction of materialism suggests that consumption values among Generation Z should be understood more contextually, as an orientation toward ownership does not always lead to poor financial behavior when accompanied by effective financial management.

In practical terms, the findings provide insights to help Generation Z strengthen financial knowledge. In practical terms, these findings offer guidance for strengthening financial knowledge, fostering positive attitudes toward money, and enhancing Generation Z's belief in their ability to control financial decisions. For governments, regulators, and educational institutions, the results underscore the need for financial literacy programs that extend beyond basic seminars to include practical training in budgeting, debt management, saving, investing, and consumption control. Socially, the study highlights the importance of environments that support healthy financial habits among young people, including families, workplaces, communities, and social media. Such support enables Generation Z to use digital financial services effectively and become a financially independent and responsible generation.

CONCLUSION

Personal financial management behavior among working Generation Z in Surabaya is shaped by both economic and psychological factors. Adequate income enhances individuals' ability to meet daily needs, fulfill financial obligations, save, and plan finances effectively. Financial knowledge, a positive financial attitude, and an internal locus of control are also significant, as they enable individuals to understand financial risks, make rational decisions, and perceive their financial condition as controllable. The findings regarding materialism suggest that an

orientation toward ownership does not necessarily undermine financial behavior; rather, it may motivate Generation Z to manage finances to achieve specific goals. In contrast, external locus of control is not a primary determinant of financial behavior, as respondents rely more on knowledge, attitude, and personal control than on external factors such as fate, luck, or uncontrollable circumstances.

Several limitations should be acknowledged. The sample was restricted to Generation Z in Surabaya, which could restrict how widely these findings apply to other regions with different economic conditions, consumption cultures, cost of living, or employment opportunities. The use of non-probability sampling and self-reported questionnaire data may introduce representation issues and potential bias, particularly in assessing financial attitude, materialism, locus of control, and PFMB. Future research might explore uncharted cities or provinces, revealing unexpected insights and perspectives along the way, employing probability sampling and utilizing longitudinal or mixed-methods approaches to deepen understanding of financial behavior. Additional variables such as financial self-efficacy, self-control, financial experience, financial technology use, financial socialization, subjective norms, future orientation, impulsive buying, lifestyle, pay-later use, and debt management could further enhance the comprehensiveness of research on the determinants of Generation Z's financial behavior.

REFERENCES

Adiputra, I. G., & Patricia, E. (2020). The Effect of Financial Attitude, Financial Knowledge, and Income on Financial Management Behavior. *Advances in Social Science, Education and Humanities Research*, *439*, 107–112. https://doi.org/10.2991/assehr.k.200515.019

Adzis, A. A., Bakar, J. A., & Shahar, H. K. (2017). Factors influencing young adults' debt in Malaysia. *Journal of Business and Retail Management Research*, *12*(1), 76–85. https://doi.org/10.24052/jbrmr/v12is01/fiyadim

Aghababaei, M. E., & Khademi, S. (2015). Factors Affecting Personal Financial Management Behaviors-The Case of Iranian Youth Reaserch Paper. *Journal of Financial Management Strategy*, *7*(24). https://doi.org/10.22051/jfm.2018.15006.1347

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Ansar, R., Chekima, B., Lada, S., Lim, M. F., & Bouteraa, M. (2023). Determinants of personal financial management practices among Malaysian youth. *Asian Economic and Financial Review*, *13*(12), 996–1007. https://doi.org/10.55493/5002.v13i12.4931

Arofah, A. A., Purwaningsih, Y., & Indriayu, M. (2018). Financial Literacy, Materialism and Financial Behavior. *International Journal of Multicultural and Multireligious Understanding*, *5*(4), 370–378. https://doi.org/10.18415/ijmmu.v5i4.171

Asandimitra, N., & Kautsar, A. (2019). The influence of financial information, financial self efficacy, and emotional intelligence to financial management behavior of female lecturer. *Humanities and Social Sciences Reviews*, *7*(6), 1112–1124. https://doi.org/10.18510/hssr.2019.76160

Bapat, D. (2020). Antecedents to responsible financial management behavior among young adults: moderating role of financial risk tolerance. *International Journal of Bank Marketing*, *38*(5), 1177–1194. https://doi.org/10.1108/IJBM-10-2019-0356

BPS. (2025a, February 5). *Understanding Generation Z: Challenges, Behaviors, and Opportunities*. Badan Pusat Statistik. https://gorontalokab.bps.go.id/en/news/2025/02/05/30/understanding-generation-z--challenges--behaviors--and-opportunities.html

BPS. (2025b, May 5). *Ekonomi Indonesia Triwulan I-2025 Tumbuh 4,87 Persen (Y-on-Y). Ekonomi Indonesia Triwulan I-2025 Terkontraksi 0,98 Persen (Q-to-Q)*. BADAN PUSAT STATISTIK. https://www.bps.go.id/id/pressrelease/2025/05/05/2431/ekonomi-indonesia-triwulan-i-2025-tumbuh-4-87-persen--y-on-y---ekonomi-indonesia-triwulan-i-2025-terkontraksi-0-98-persen--q-to-q--.html

BPS. (2025c, May 5). *Tingkat Pengangguran Terbuka (TPT) sebesar 4,76 persen. Rata–rata upah buruh sebesar 3,09 juta rupiah*. BADAN PUSAT STATISTIK. https://www.bps.go.id/id/pressrelease/2025/05/05/2432/tingkat-pengangguran-terbuka--tpt--sebesar-4-76-persen--rata-rata-upah-buruh-sebesar-3-09-juta-rupiah-.html

BPS. (2025d, July 30). *Rata-Rata Upah/Gaji Bersih Sebulan Buruh/Karyawan/Pegawai menurut Kelompok Umur dan Jenis Pekerjaan Utama (Rupiah), 2025*. Badan Pusat Statistik. https://www.bps.go.id/id/statistics-table/2/MjQ3MCMy/rata-rata-upah-gaji-bersih-sebulan-buruh-karyawan-pegawai-menurut-kelompok-umur-dan-jenis-pekerjaan-utama--rupiah-.html

BPS Kota Surabaya. (2025, March 4). *Pertumbuhan Ekonomi Kota Surabaya Tahun 2024 Naik*. BADAN PUSAT STATISTIK (BPS) KOTA SURABAYA. https://surabayakota.bps.go.id/id/news/2025/03/04/255/pertumbuhan-ekonomi-kota-surabaya-tahun-2024-naik.html

CNBC. (2025, July 18). *Pengangguran RI Mayoritas Gen Z, Jumlahnya 3,5 Juta Orang!* . CNBC Indonesia. https://www.cnbcindonesia.com/news/20250718070931-4-650112/pengangguran-ri-mayoritas-gen-z-jumlahnya-35-juta-orang

Dew, J., & Xiao, J. J. (2011). The Financial Management Behavior Scale: Development and Validation. *Journal of Financial Counseling and Planning*, *22*(1), 43–59. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2061265.

DISBUDPAR Jatim. (2024). *Statistik*. Dinas Kebudayaan Dan Pariwisata Provinsi Jawa Timur. https://disbudpar.jatimprov.go.id/publikasi/statistik

Faculty Corner. (2024, June 12). *OJK Warns Gen Z and Millennials Vulnerable to Online Loans*. Universitas Gadjah Mada. https://ugm.ac.id/en/news/ojk-warns-gen-z-and-millennials-vulnerable-to-online-loans/#:~:text=Dr.,also%20prone%20to%20fraudulent%20investments.

Fadilah, R. (2025, April 30). Deretan 12 mall terbesar di Indonesia. *Antara NEWS*. https://www.antaranews.com/berita/4803605/deretan-12-mall-terbesar-di-indonesia

Goyal, K., Kumar, S., & Hoffmann, A. (2023). The direct and indirect effects of financial socialization and psychological characteristics on young professionals' personal financial management behavior. *International Journal*

of Bank Marketing, *41*(7), 1550–1584. https://doi.org/10.1108/IJBM-09-2022-0419

Goyal, K., Kumar, S., Xiao, J. J., & Colombage, S. (2022). The psychological antecedents of personal financial management behavior: a meta-analysis. *International Journal of Bank Marketing*, *40*(7), 1413–1451. https://doi.org/10.1108/IJBM-02-2022-0088

Hayat, W. N. (2025, October 22). *Khofifah Keluarkan Aturan Baru, UMK Surabaya 2025 Naik Jadi Rp 5 Juta*. CNBC Indonesia. https://www.cnbcindonesia.com/news/20251021153333-4-677918/khofifah-keluarkan-aturan-baru-umk-surabaya-2025-naik-jadi-rp-5-juta

Helm, S., Serido, J., Ahn, S. Y., Ligon, V., & Shim, S. (2019). Materialist values, financial and pro-environmental behaviors, and well-being. *Young Consumers*, *20*(4), 264–284. https://doi.org/10.1108/YC-10-2018-0867

Herdjiono, I., & Damanik, A. (2016). Pengaruh Financial Attitude, Financial Knowledge, Parental Income terhadap Financial Management Behavior. *Jurnal Manajemen Teori Dan Terapan*, *9*(3), 226–241. https://doi.org/https://doi.org/10.20473/jmtt.v9i3.3077

Herlindawati, D. (2017). Pengaruh Kontrol Diri, Jenis Kelamin, Dan Pendapatan Terhadap Pengelolaan Keuangan Pribadi Mahasiswa Pascasarjana Universitas Negeri Surabaya. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, *3*(2), 158–169. https://doi.org/https://doi.org/10.26740/jepk.v3n2.p158-169

Kayode, O. S., Sibanda, M., & Olarewaju, O. M. (2022). Analyzing the determinants of financial management behavior of administrators in Nigerian state-owned enterprises. *Investment Management and Financial Innovations*, *19*(3), 278–290. https://doi.org/10.21511/imfi.19(3).2022.23

Lee, D., Arumugam, D., & Arifin, N. B. (2019). A Study of Factors Influencing Personal Financial Planning among Young Working Adults in Kuala Lumpur, Malaysia. *International Journal of Recent Technology and Engineering (IJRTE)*, *7*(5), 2277–3878. https://www.ijrte.org/portfolio-item/es2134017519/

Li, X., LeBaron-Black, A. B., & Khan, M. A. (2025). Parental Financial Socialization, Materialism, and Financial Behaviors Among U.S. and Hong Kong Young Adults: The Role of Parental Financial Sacrifice. *Journal of Financial Counseling and Planning*, *36*(1), 138–154. https://doi.org/10.1891/JFCP-2023-0072

McNair, S., Summers, B., de Bruin, W. B., & Ranyard, R. (2016). Individual-level factors predicting consumer financial behavior at a time of high pressure. *Personality and Individual Differences*, *99*, 211–216. https://doi.org/10.1016/j.paid.2016.05.034

Mien, N. T. N., & Thao, T. P. (2015). Factors Affecting Personal Financial Management Behaviors: Evidence from Vietnam. *Proceedings of the Second Asia-Pacific Conference on Global Business, Economics, Financeand Social Sciences*, 10–12. https://www.semanticscholar.org/paper/Factors-affecting-personal-financial-management-Mien-Thao/542c35bc1c84923e33a086a95aace570939856c0#citing-papers

Moko, W., Sudiro, A., & Kurniasari, I. (2022). The effect of financial knowledge, financial attitude, and personality on financial management behavior.

International Journal of Research in Business and Social Science (2147-4478), *11*(9), 184–192. https://doi.org/10.20525/ijrbs.v11i9.2210

Mutlu, Ü., & Özer, G. (2022). The moderator effect of financial literacy on the relationship between locus of control and financial behavior. *Kybernetes*, *51*(3), 1114–1126. https://doi.org/10.1108/K-01-2021-0062

Pancawati, M. D. (2025, May 12). Pengangguran Muda dan Tantangan Penguatan Pendidikan Vokasi. *KOMPAS*. https://www.kompas.id/artikel/pengangguran-muda-dan-tantangan-penguatan-pendidikan-vokasi?open_from=Search_Result_Page

Pangestu, S., & Karnadi, E. B. (2020). The effects of financial literacy and materialism on the savings decision of generation Z Indonesians. *Cogent Business and Management*, *7*(1), 1–18. https://doi.org/10.1080/23311975.2020.1743618

Perry, V. G., & Morris, M. D. (2005). Who Is in Control? The Role of Self-Perception, Knowledge, and Income in Explaining Consumer Financial Behavior. *The Journal of Consumer Affairs*, *39*(2).

Podoshen, J., & Andrzejewski, S. (2012). An examination of the relationships between materialism, conspicuous consumption, impulse buying, and brand loyalty. *Journal of Marketing Theory and Practice*, *20*(3), 319–334. https://doi.org/10.2753/MTP1069-6679200306

Putri, S. T., Suripto, Djausal. Gita Paramita, & Wardianto, K. B. (2025). Personal Financial Management Behavior of Generation Z. *Forum for Management (FM)*, *1*. https://www.esdpub.com/fm/article/view/v1-3

Rotter, J. B. (1966). Generalized expectancies for internal versus external control of reinforcement. *Psychological Monographs: General and Applied*, *80*(1), 1–28. https://doi.org/doi.org/10.1037/h0092976

Sabrin, Omasrianto, Darmono, Nur Afiat, M., & Aso, L. (2025). The Effect of Financial Knowledge and Self-Efficacy on Students' Financial Management Behavior in Indonesia. *International Journal of Research and Review*, *12*(1), 351–359. https://doi.org/10.52403/ijrr.20250144

Salazar, L. R., & Solis, O. (2025). Financial Socialization and Behavior of Young Adults: Objective and Subjective Financial Knowledge as Mediators. *Journal of Financial Counseling and Planning*, *36*(1), 67–84. https://doi.org/10.1891/JFCP-2023-0046

Wahyudi, Tukan, B. A. P., & Pinem, D. br. (2020). Analysis of The Effect of Financial Literation, Financial Technology, Income, and Locus of Control on Lecturer Financial Behavior. *AFEBI Management and Business Review*, *5*(1), 37–46. https://doi.org/doi.org/10.47312/ambr.v5i1.293

Widi, H. (2023, December 12). Biaya Hidup Naik, Rp 14,88 Juta Per Bulan di Jakarta. *KOMPAS*. https://www.kompas.id/artikel/dalam-empat-tahun-terakhir-biaya-hidup-naik-rp-1-juta-rp-15-juta

Yonatan, A. Z. (2025, March 14). *Apa Betul Cari Kerja di Indonesia Susah?* Goodstats. https://goodstats.id/article/apa-betul-cari-kerja-di-indonesia-susah-95kF1

Yudha, A., & Pradana, A. (2022). Combination of Financial Knowledge and Financial Attitude in Establishing Good Financial Management Behaviour for Students After the COVID-19 Pandemic. *Jurnal Manajemen Teori Dan*

Terapan | Journal of Theory and Applied Management, *15*(2), 224–235. https://doi.org/10.20473/jmtt.v15i2.37906