This research has the purpose to analyze the impact of variable such as self-control, financial literacy, parental socialization, and social influence toward saving behavior.

The research methodology used in this research is the method of multiple linear regression analysis. Methods that been used for data collection from respondent was by Questionnaire. Number of samples used in this research were 398 respondents, which is bachelor degree student in Batam International University with study year of 2015-2018. Data was retrieved using non probability sampling by convenience sampling.

The result shows that self-control, financial literacy, parental socialization, and social influence have significant positive effect toward saving behavior. So the conclusion in this research shows that self-control, financial literacy, parental socialization, and social influence are factors that can determine how an individual’s saving behavior applied.

**Keywords**: self-control, financial literacy, parental socialization, social influence, saving behavior