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EFFECTS OF FAMILY INFLUENCE, PEER INFLUENCE, SELF-CONTROL, AND FINANCIAL LITERACY ON SAVING BEHAVIOR IN MILLENNIALS IN THE CITY OF BATAM

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Abstract

This research is useful to find out the influence of any factors that influence Saving behavior in the millennial generation in Batam City. This research focuses on influencing factors namely Family Influence, Peer Influence, Self-Control, and Financial Literacy. Respondents of this Research were 138 millennial people in the age range of 18-37 years in Batam City. Tests conducted with IBM SPSS version 22.0 statistical software. The final results of this research are significantly positive for Family Influence and Financial Literacy while for Peer Influence and Self-Control does not affect the dependent variable

Keywords:

Family Influence, Peer Influence, Self-Control, Financial Literacy, dan Saving Behavior.