Abstract

This research was conducted to understand saving behavior among society in Batam City. The research methodology used in this study is the method of multiple linear regression analysis, that it consists of more than one independent variable. The independent variables of this study are self control, peer influence, parent socialization, financial literacy, and practical thinking. The dependent variable is saving behavior. In this study, the authors distributed 426 random questionnaires to the public. The test results of these variables, have one variable that is not significant that is peer influence, the results of other variables such as self-control, family socialization, financial literacy and practical thinking show significant positive results.

Keywords: saving behavior, self control, peer influence, parent socialization, financial literacy, practical thinking.