The goal of the study is to measure the impact of financial knowledge, locus of control, financial attitude, parental socialization, and peer influence towards financial management behavior. The research was analyzed by using quantitative research descriptive method. 400 questionnaires were distributed to the college students in University International Batam and all questionnaires were successfully answered. The research concluded that some factors have direct effects and some don’t have direct effect on financial management behavior of college student in University International Batam. Financial knowledge, locus of control, parental socialization, and financial attitude significantly positive relate to financial management behavior while peer influence has no significant impact.

Keywords: Financial Management Behavior, Financial knowledge, Locus of control, Financial attitude, Parental Socialization, Peer Influence.