The main objective of this research is to find out what factors influence the level of saving behavior of students in Batam City. Factors affected include financial literacy, parental socialization, peer influence, and self control. This research was conducted on students in Batam City.

This study used 252 valid respondents to be included in the test. The method used in testing is multiple linear regression method and the data used are primary data obtained from questionnaires.

The results of this study stated that financial literacy and parental socialization had a significant positive effect on student saving behavior in Batam City, while peer influence and self control had no effect on student saving behavior in Batam City.

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