

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
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## ***INFLUENCE ANALYSIS OF PARENTAL SOCIALIZATION, FINANCIAL LITERACY, SELF CONTROL, FINANCIAL MANAGEMENT AND PEER INFLUENCE ON MILLENNIAL WORKERS SAVING BEHAVIOUR IN BATAM CITY***

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### ***ABSTRACT***

*The millennial generation is a passionately discussed generation because more knowledgeable and maintaining very high level of curiosity that makes them always wants to try something new. This generation is also a very spendthrift generation because their lifestyles preferring to hang out with friends and spend money. The level of expenditure on this generation is also very high. This is what drives them to look for work in order to support their spendthrift lifestyles. The purpose of this research was to see how the saving behavior of millennial generation workers in Batam City.*

*The method of collecting data for this study was a survey to obtain information about the saving behavior of millennial workers in Batam. There were 321 respondents data were processed in this study. This study used the SPSS version 21 application to test data obtained from respondents.*

*The results obtained from this research are 4 variables namely parental socialization, financial literacy, financial management and peer influence have significant positive effect on saving behavior, while the self-control variable does not generate significant relationship to the saving behavior of millennial workers in Batam City.*

***Keywords:*** *millennial generation, saving behavior, parental socialization, financial literacy, self-control, financial management, peer influence.*