

Bachelor Thesis
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INFLUENCE ANALYSIS OF *SELF CONTROL, ATTITUDE TOWARD SAVING, FINANCIAL LITERACY, PARENTAL SOCIALIZATION, AND PEER INFLUENCE ON THE SAVING BEHAVIOUR OF MILLENNIAL GENERATION OF BATAM CITY*

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Abstract

This study aimed to analyze the effect of *self-control, attitude toward saving, financial literacy, parental socialization* and *peer influence* on *saving behavior* in millennial generation in Batam City.

The study used the *casual-comparative* method with the *purposive sampling* technique that collected samples according to the needs of researchers. The type of data used by researchers was primary data by distributing questionnaire sheets to 267 millennial generation respondents in Batam City, then the collected data was processed using the SPSS 21.0 software system.

The results of the research stated that there is significant positive effect influence from the *attitude toward saving, financial literacy* and *parental socialization* on *saving behavior*. Whereas *self-control* and *peer influence* on *saving behavior* had no significant effect. From these results, it is hoped that the millennial generation is able to control their finances wisely and correctly

Keywords: *Self-control, Attitude toward saving, financial literacy, Parental socialization, Peer influence, saving behavior*