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# The Influence of Financial Literacy, Financial Attitudes, and Personality on Financial Management Behavior of SME in Banyumas Regency

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## ABSTRACT

This study aims to analyze the effect of financial literacy, financial attitudes, and personality on financial management behavior. This study uses a quantitative method, the sampling technique is Non-Probability Sampling, purposive sampling approach, the number of samples is 100 respondents. The data analysis technique used in this study is descriptive statistical test, classical assumption test, multiple linear regression test, model fit test, and hypothesis testing with the analytical tool used is SPSS. The results of the analysis show that financial literacy and personality partially have a positive and significant effect on financial management behavior. Meanwhile, financial attitudes have a negative and significant effect on financial management behavior.

**Keywords:** Financial Literacy, Financial Attitude, Personality, Financial Management Behavior

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan, sikap keuangan, dan kepribadian terhadap perilaku pengelolaan keuangan. Penelitian ini menggunakan metode kuantitatif, teknik pengambilan sampel adalah Non-Probability sampling, pendekatan purposive sampling, jumlah sampel sebanyak 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah uji statistik deskriptif, uji asumsi klasik, uji regresi linier berganda, uji kecocokan model, dan uji hipotesis dengan alat analisis yang digunakan adalah SPSS. Hasil analisis menunjukkan bahwa literasi keuangan dan kepribadian secara parsial berpengaruh positif dan signifikan terhadap perilaku pengelolaan keuangan. Sedangkan sikap keuangan berpengaruh negatif dan signifikan terhadap perilaku pengelolaan keuangan.

**Kata kunci:** Literasi Keuangan, Sikap Keuangan, Kepribadian, Perilaku Pengelolaan Keuangan

## INTRODUCTION

MSMEs or Micro, Small, and Medium Enterprises are one of the functions of society in national economic development which is specifically focused on economic development (Sarfiah et al., 2019). The existence of MSMEs is believed to be able to have a positive impact on efforts to save poverty through job creation (Ariadin & Safitri, 2021). Small and micro businesses have a role and interest in the utilization of natural resources and are labor-intensive, especially in the fields of agriculture, plantations, animal husbandry, fisheries, and restaurants. Meanwhile, medium-sized businesses excel in creating added value in the hospitality, finance, rental, service, and forestry sectors (Sarfiah et al., 2019). In the data, the number of MSMEs increases every year. Data collected by the Central Java Cooperative and SME Service shows that in the first quarter of 2022 the number of registered MSMEs was 177,256, while in 2023 as reported by the Central Java Provincial Cooperative and SME Service the number of MSMEs in Banyumas Regency, Central Java was 8,551.

Most MSMEs still face obstacles in the process of developing their businesses, one of which can be seen from financial management behavior. The growth of MSMEs can only be seen in terms of numbers, while financially there are only a few MSMEs that grow in terms of financial performance. This is due to the lack of understanding of MSME actors regarding the importance of financial management (Reni, 2018).

Financial management behavior, also known as financial management behavior, is a science that discusses a person's ability in terms of how the individual manages, organizes, treats, and utilizes available financial resources (Fanisa Kris Dayanti et al., 2020). Meanwhile, according to (Suwatno et al., 2020), good financial management behavior can be demonstrated through strategies and the ability to control finances well. One of the financial management is possible through accounting. Not a few MSME actors believe that without accounting, companies or businesses will still make a profit and run smoothly (Reni, 2018). The results of a brief interview conducted with the Chairperson of the Association of Micro, Small, and Medium Entrepreneurs (ASPIKMAS) of Banyumas Regency, MSME actors in Banyumas Regency still have a number of obstacles that will be related to financial management behavior. In the interview, he explained two of the minimum five problems that exist in MSME actors in Banyumas Regency, the first factor is that MSME actors do not fully understand financial planning, secondly many of them are constrained by their business human resources which ultimately hinders budget management.

There are several factors that influence financial management attitudes, one of which is financial literacy. Financial literacy is an individual's financial ability that can be the basis for making financial decisions and helping to improve the economy (Fanisa Kris Dayanti et al., 2020). Individuals with good financial skills are guaranteed to be able to monitor the economy well and efficiently, such as making plans/budgets, saving, investing, separating personal or business finances, and paying debts on time (Napitupulu et al., 2021).

According to (Putri, 2020), defines financial attitude as personal financial logic, views, and perceptions. Bad financial attitudes will lead to greedy behavior, especially if used carelessly and continuously (Napitupulu et al., 2021). previous research results from (Adiputra et al., 2021), stated that to have a good financial attitude, an individual must have a plan, personal financial management, and financial readiness for the future. Financial behavior has an impact on financial management behavior because it affects the motivation to improve financial management skills.

Based on research from (Linda Althasya Nasruloh & Nurdin, 2022) personality is a pattern of human behavioral characteristics that are relatively fixed and unique. According to (Humaira & Sagoro, 2018), personality is a characteristic of an entrepreneur in running his business, must be optimistic, dare to take risks, be a leader, and focus on tasks, results, and the future. Personality affects financial management behavior because in managing finances a good personality is needed because each personality type is not the same in managing finances.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

**Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). TRA explains that a person's intention towards behavior is formed from two main causes, namely attitude toward the behavior and subjective norms (Fishbein, M., & Ajzen, 1975). A similar thing is also explained in TPB assessing that a person's level of behavior is influenced by a person's attitude which shows positive feelings about behavior, subjective norms which show the perception that other people want someone to take an action and control beliefs which show limitations in doing something (Putri, 2020).

**Financial Management Behavior**

Financial management behavior is a skill in managing their finances which is related to the responsibility of an individual or group in managing finances (Suwatno et al., 2020). Financial management behavior can also be interpreted as the process of making financial decisions and harmonizing individual motives and company goals. Financial management behavior is also related to the effectiveness of fund management, where the flow of funds must be in accordance with what has been planned and determined. Financial Literacy

Financial Literacy is the ability to sort out financial needs for the future, discuss financial problems, and respond wisely to life events that affect daily financial decisions (Napitupulu et al., 2021). Financial literacy is a vital thing that must be present in a person because it will aim for a prosperous life (Aprinthasari & Widiyanto, 2020). The level of financial literacy that each person has is different, the difference in the level of financial literacy causes significant differences between individuals in collecting assets both short and long term (Purwidianti & Tubastuvi, 2019).

**Financial Attitude**

According to Rahmayanti et al., (2019), financial attitudes are ideas, knowledge and feelings related to the learning process and its results that lead to positive actions. Financial attitudes are the application of financial principles used to create and maintain value by making the right choices about managing financial resources. Bad financial attitudes lead to greedy nature and behavior if used carelessly (Napitupulu et al., 2021).

To realize a good financial attitude, it is necessary to have several attitudes, including: savings plans, personal financial management, and future financial skills (Adiputra et al., 2021). Thus, it can be concluded that a good financial attitude begins with a good financial attitude too.

**Personality**

Personality is a person's behavior that is formed through their environment (Humaira & Sagoro, 2018). The character that entrepreneurs must have in running their business is high self-confidence, focus on work and its results, a unique leadership style, and focus on the future (Humaira & Sagoro, 2018). When someone chooses a career, they choose their job based on their personality, including choosing a career as an entrepreneur (Putri, 2020). Based on the results of previous studies, it can be concluded that a person's personality has the ability to influence financial management behavior.

**Model Development**

**The Influence of Financial Literacy on Financial Management Behavior**
According to Dayanti et al., (2018), financial literacy is the ability to gain an understanding of financial terms and concepts to translate knowledge into appropriate behavior. The theory behind the relationship between financial literacy and financial management behavior is the Theory of Planned Behavior. The reason individuals behave comes from intentions and goals. Because it is a knowledge factor, financial literacy is included in the knowledge factor (Ajzen, 1991). The more positive the financial literacy, the more positive the financial behavior.

Good financial literacy can also be useful in good financial planning, in other words, financial literacy (X1) has a positive impact on financial management behavior (Y). In agreement with (Dayanti et al., 2018; Humaira & Sagoro, 2018; Napitupulu et al., 2021; Setyawan & Wulandari, 2020; Suwatno et al., 2020) who stated that there is a positive influence on the relationship between financial literacy and financial management behavior. so it can be hypothesized as below:

**$H_1$:** Financial literacy has a positive effect on financial management behavior

**The Influence of Financial Attitudes on Financial Management Behavior**
Humaira & Sagoro, (2018) stated that financial attitudes are interpreted as a person's mental situation, opinion, and financial evaluation that is determined by perspective. The Theory of Planned Behavior underlies the correlation between financial attitudes and financial management behavior. Human behavior is based on intentions and goals. This is based on one of the personal factors, namely attitude (Ajzen, 1991).

The more positive the financial attitude, the better the behavior. This means that financial attitudes (X2) have a positive impact on financial management behavior (Y). In line with (Ameliawati & Setiyani, 2018; Gahagho et al., 2021; Humaira & Sagoro, 2018; Lukesi et al., 2021; Napitupulu et al., 2021; Nasruloh & Nurdin, 2022; Putri et al., 2023) who stated that financial attitudes influence financial management behavior, from the explanation above, it can be hypothesized as follows:

**$H_2$:** Financial attitudes have a positive effect on financial management behavior

**The Influence of Personality on Financial Management Behavior**
Humaira & Sagoro, (2018) in their research stated that personality is a person's characteristic that is formed by the environment. The Theory of Planned Behavior is the basis for the theory of the relationship between personality and financial management attitudes. This theory explains that an individual's actions and beliefs are under conscious control, as well as due to other factors (Ajzen, 1991). A good personality will make a person or individual have responsibility in their performance, have good leadership, always be responsible in their duties, and always be able to take risks on decisions that can be accounted for.

In this case, it means that personality (X3) has a positive impact on financial management behavior (Y). In line with (Budiandriani & Rosyadah, 2020; Humaira & Sagoro, 2018; Mardahleni, 2020; Nasruloh & Nurdin, 2022; Putri et al., 2023; Rukmana & Azib, 2021; Tampubolon & Rahmadani, 2022) which show a positive impact of personality on financial management behavior, from the explanation above, it can be hypothesized as follows:

**$H_3$:** Personality has a positive effect on financial management behavior

The relationship between variables is modeled as in the following picture.

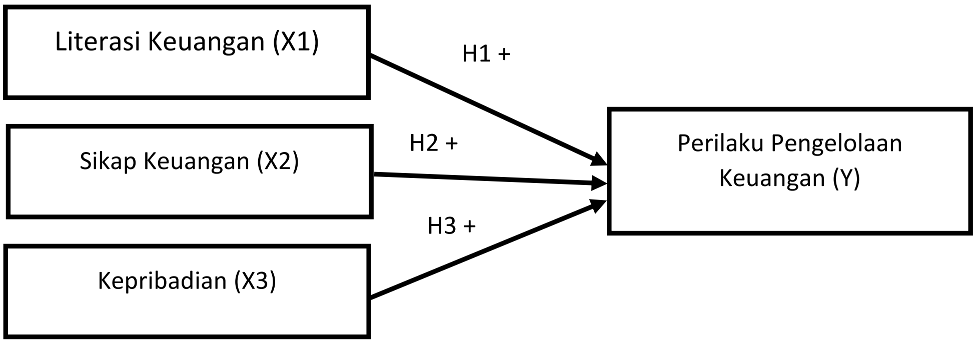


**Figure 1. Research Model**

## METHOD

The population in this study were micro, small, and medium enterprises (MSMEs) with a total of 8,551 MSMEs throughout Banyumas Regency (Central Java Province Cooperatives, Small and Medium Enterprises Service, 2023). The sampling technique in this study was convenience sampling because this sampling method selects samples freely if the sample is appropriate for the data (Sugiyono 2018). In determining the number of samples, this study used the Roscoe formula, according to Roscoe in each study, a feasible sample size ranges from 30 to 500, secondly if the sample is divided into categories then the number of sample members in each category is at least 30, and thirdly if the study uses multivariate analysis (correlation or multiple regression) then the number of sample members is at least 10 times the number of variables studied.

The number of variables in this study is 4 variables (3 independent variables and 1 dependent variable), so the number of samples at least studied is 25 x 4 = 100. Based on the calculation, the sample for this study was 100 respondents. The sampling method is by using the division of respondents using a comparison of the number of business sizes with the total number of MSMEs multiplied by 100%. This study uses primary data sources, where the data is collected directly from respondents by distributing questionnaires directly to informants. The value of the statements in the questionnaire uses a Likert scale as an interval scale.

The data analysis method is in the form of descriptive statistical tests, validity tests, reliability tests, and classical assumption tests which include normality tests, multicollinearity tests and heteroscedasticity tests, as well as multiple linear regression analysis methods which are reviewed from the coefficient of determination, t-test and F test (Ghozali, 2018). The analysis tool used is the Statistical Package for the Social Science (SPSS) version 25.

## RESULT AND DISCUSSION

### Data Instrument Test

#### *Validity Test*

The validity test is used to measure the validity, validity or not of a questionnaire. The questionnaire is considered correct if the statement in the questionnaire states what is measured by the questionnaire. The way to test sig is by comparing the calculated r value (corrected item value - total correlation value in the Cronbach alpha output) with the table r value for degree of freedom (df) = n - 2). (Sujarweni, 2019). The number of samples (n) is 100. df can be calculated 100 - 2 = 98. With df = 98 and a significance level = 0.05, the r table in this study is 0.1654 (with a one-sided test). It is said to be valid if the r value If r count> r table.

*Sourced: Data Processed (2023)*

**Table 1. Validity Test**

| Variable | Number of indicator | $r_{hitung}$ | $r_{table}$ | Note |
|---|---|---|---|---|
| Financial Management Behavior | 1 | 0,766 | 0,1654 | Valid |
| | 2 | 0,747 | 0,1654 | Valid |
| | 3 | 0,614 | 0,1654 | Valid |
| | 4 | 0,684 | 0,1654 | Valid |
| | 5 | 0,802 | 0,1654 | Valid |
| Financial Literacy | 1 | 0,685 | 0,1654 | Valid |
| | 2 | 0,824 | 0,1654 | Valid |
| | 3 | 0,449 | 0,1654 | Valid |
| | 4 | 0,750 | 0,1654 | Valid |
| Financial Attitude | 1 | 0,577 | 0,1654 | Valid |
| | 2 | 0,673 | 0,1654 | Valid |
| | 3 | 0,814 | 0,1654 | Valid |
| | 4 | 0,756 | 0,1654 | Valid |
| Personality | 1 | 0,903 | 0,1654 | Valid |
| | 2 | 0,877 | 0,1654 | Valid |
| | 3 | 0,874 | 0,1654 | Valid |
| | 4 | 0,688 | 0,1654 | Valid |

#### *Reliability Test*

Reliability test assesses the questionnaire as an indicator of a variable (Ghozali, 2018). According to (Sujarweni, 2019), a questionnaire is reliable if the responses to the statements are consistent over time. A variable can be said to be reliable if the Cronbach's Alpha value is > 0.60.

**Table 2. Reliability Test**

| No | Variable | *Cronbach's Alpha* | Reliabel | Note |
|---|---|---|---|---|
| 1 | Financial Literacy | 0,620 | 0,60 | Reliabel |
| 2 | Financial Attitude | 0,660 | 0,60 | Reliabel |
| 3 | Personality | 0,855 | 0,60 | Reliabel |
| 4 | Financial Management Behavior | 0,761 | 0,60 | Reliabel |

*Sourced: Data Processed (2023)*

It is known in the table above that the Cronbach's Alpha value for the variables of financial management behavior, financial literacy, financial attitudes, and personality is > 0.60. This means that the indicators or statements of each variable in this study are reliable.

### Classical Assumption Test

#### *Normality Test*

The normality test verifies whether the dependent variable and independent variable in the regression model are normally distributed. The Kolmogorov-Smirnov test is used to test normality. (Sujarweni, 2019). Data is normally distributed if the significance value is > 0.05.

**Table 3. Normality Test**

| **One -Sample Kolmogorov–Smirnov Test** | | |
|---|---|---|
| | | **Unstandardized Residual** |
| N | | 100 |
| Normal Parameters[a,b] | | .0000000 |
| | Mean | 0,37086180 |
| | Std. Deviation Absolute | .084 |
| Most Extreme Differences | | |
| | Positive | 0.079 |
| | | -0.084 |
| Test Statistic | Negative | 0.084 |
| Asymp. Sig. (2-tailed) | | 0.079[c] |

*Sourced: Data Processed (2023)*

It is known that the Asymp. Sig. (2-tailed) value is 0.079 > 0.05 and it is concluded that the research data for the variables of financial management behavior (Y), financial literacy (X1), financial attitudes (X2), and personality (X3) are normally distributed.

***Multicollinearity Test***

The multicollinearity test is used to test whether a regression model finds a correlation between independent variables (Ghozali, 2018). A good regression model should not have a correlation between each independent variable. It is said to be free from multicollinearity, if the VIF value is <10 and the tolerance value is> 0.10, then there is no sign of multicollinearity and can be used in the study.

**Table 4. Multicollinearity Test**

| **Variabel** | **Tolerance** | **VIF** |
|---|---|---|
| Financial Literacy | 0,941 | 1.108 |
| Financial Attitude | 0,903 | 1.083 |
| Personality | 0,924 | 1.063 |

*Sourced: Data Processed (2023)*

The variables of financial literacy, financial attitude, and personality towards financial management behavior are depicted in table 4.15 which have tolerance values of > 0.10, namely financial literacy of 0.941, financial attitude of 0.903, and personality of 0.924. Meanwhile, the VIF value of each variable is <10. Financial literacy of 1.063, financial attitude of 1.108, and personality of 1.083. It can be concluded that there are no symptoms of multicollinearity.

***Heteroscedasticity Test***

According to (Sujarweni, 2019) The term heteroscedasticity refers to a condition in which the variation and failure of the disturbances of all independent variables are not constant. A good regression model does not have heteroscedasticity. The Glejser test can be used to test the level of relevance. Findings can be made with variable x as the independent variable and the absolute value of the unstandardized regression residual as the dependent variable. If the test result is greater than the sig level (r> 0.05) it means that there is no heteroscedasticity (Ghozali, 2018).

**Table 5. Heteroscedasticity Test**

| Correlations | |
|---|---|
| **Variabel** | **Sig (2-tailed).** |
| Financial Literacy | 0,880 |
| Financial Attitude | 0,861 |
| Personality | 0,181 |

*Sourced: Data Processed (2023)*

Based on the SPSS output of the heteroscedasticity test with the glejser method in table 4.16, testing the variables of financial literacy, financial attitude, and personality against Abs_RES the relevance value of each variable is > 0.05 with financial literacy 0.880, financial attitude of 0.861, and personality of 0.181. Because the level of significance is > 0.05 or 5%, it is concluded that the research data shows that there is no heteroscedasticity problem.

***Multiple Regression Analysis***

According to (Ghozali, 2018), multiple linear regression analysis is used to analyze the influence of several independent variables on the dependent variable. The independent variables are financial literacy, financial attitudes, and personality. The dependent variable is financial management behavior. The multiple regression model is designed to predict the average value of the dependent variable based on known independent variables.

**Table 6. Multiple regression analysis**

| Variabel | Unstandardized Coefficients | | T | Sig. |
|---|---|---|---|---|
| | **B** | **Std. Error** | | |
| (Constanta) | 1.877 | 0,411 | 4.563 | 0,000 |
| Financial Literacy | 0,377 | 0,072 | 5.205 | 0,000 |
| Financial Attitude | -0,268 | 0,075 | -3.599 | 0,001 |
| Personality | 0,460 | 0,061 | 7.487 | 0,000 |

*Sourced: Data Processed (2023)*

Based on the results of the multiple linear regression analysis in table 4.17, in testing the variables of financial literacy, financial attitude, and personality on financial management behavior (Y), the following regression equation can be compiled:

**Y = 1,877 + 0,377 FL -0,268 SK + 0,460 Kep + e**

The interpretation of the equation is as follows:
Based on the data above, it can be seen that the more dominant influence on financial management behavior is the personality variable of 0.460, followed by the literacy variable of 0.377, and finally the financial attitude variable of -0.268.

***Determination Coefficient Test ($R^2$)***

According to (Sujarweni, 2019), the determination coefficient is a measure represented by $R^2$ and is an important measure in regression. Determination $R^2$ reflects the strength of the dependent variable. The purpose of this analysis is to calculate the magnitude of the influence of the independent variable on the dependent variable. The $R^2$ value shows how much of the total variance of the dependent variable is explained by the explanatory variable. The higher the $R^2$ value, the greater the proportion of the total variance of the dependent variable that can be explained by the independent variable.

**Table 7. Determination Test**

| Model Summary | | | |
|---|---|---|---|
| R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 0.702[a] | 0.493 | 0.477 | 0.3766 |

*Sourced: Data Processed (2023)*

Based on the model summary table in the table above, the Adjusted R Square is 0.477. This means that financial literacy, financial attitudes, and strong personality can influence financial management behavior. 47.7% or financial literacy, financial attitudes, and personality can influence financial management behavior by 47.7% and the remaining 52.3% is influenced by other variables outside the study model including financial experience and education level (Putri, 2020), demographics (Rizkiawati & Asandimitra, 2018), self-efficacy (Pramedi & Haryono, 2021), source of income (Youla Diknasita Gahagho et al., 2021).

**T-test**

According to (Sujarweni, 2019), the t-test is a test conducted to partially determine the relationship between independent variables and dependent variables. A variable is said to have an influence if the significance is less than 5% or 0.05 and tcount> ttable.

**Table 8. T-test**

| Coefficients[a] | | | | |
|---|---|---|---|---|
| **Variabel** | **Unstandardized Coefficients** | | **t** | **Sig.** |
| | **B** | **Std. Error** | | |
| (Constant) | 1.877 | 0,411 | 4.563 | 0,000 |
| Literasi Keuangan | 0,377 | 0,072 | 5.205 | 0,000 |
| Sikap Keuangan | -0,268 | 0,075 | -3.599 | 0,001 |
| Kepribadian | 0,460 | 0,061 | 7.487 | 0,000 |

*Sourced: Data Processed (2023)*

## Discussion

**The Influence of Financial Literacy on Financial Management Behavior**

The financial literacy variable (X1) has a t-value of 5.205 with a significance level of 0.000. So it can be concluded that Ha is accepted and H0 is rejected, because the t-value> t-table, namely 5.205> 1.66088 with a significance level of 0.000 <0.05. This means that financial literacy (X1) has a positive and significant effect on financial management behavior (Y). The financial literacy of each MSME actor is different. The higher the financial literacy of MSME actors, the better the financial management behavior of MSME actors. Judging from the average respondent's answers, having good financial literacy can be a supporting factor in making the right decisions in financial management, preparing financial plans, investing, saving, and overcoming all possible risks. Financial literacy is a vital thing that must be possessed by an individual because it will aim for a prosperous life (Aprinthasari & Widiyanto, 2020).

The results of the study are in accordance with the research hypothesis and the theory of planned behavior (TPB) which underlies a person's behavior because of the intention and purpose when doing so. This is due to the information factor, that financial literacy is included in the information factor (Ajzen, 1991). The more financial literacy a person has, the better their financial behavior will be. Good financial literacy will make MSME actors have good decisions in financial management, have financial planning skills, have good investment skills, have good saving skills, and be able to overcome all possible financial risks.

**The Influence of Financial Attitudes on Financial Management Behavior**

The financial literacy variable (X2) has a t-value of -3.599 with a significance level of 0.000. So it can be concluded that H0 is accepted and Ha is rejected, because the t-value <t table is -3.599 <1.66088 with a significance level of 0.001 <0.05. This means that financial attitudes (X2) have a negative and significant effect on financial management behavior (Y). In contrast to the research results, this is marked by several factors including: orientation towards personal finance, money security, debt philosophy, and assessing personal finances. If someone has good finances, it does not necessarily mean they have good financial management behavior.

The results of this study are not in accordance with the research hypothesis and the theory of planned behavior (TPB) which underlies the relationship between financial attitudes and financial management behavior, a person acts because of the intention or purpose when doing so. One of the factors that influences a person to behave is personal, including how a person's attitude, personality, life values, emotions, and intelligence. Financial attitudes here are included in the character of a person. This means that the respondent's readiness to respond to their business financial problems cannot shape and determine how their financial management behavior is applied (Ajzen & Fishbein, 2005).

**The Influence of Personality on Financial Management Behavior**

The personality variable (X3) has a t-value of 7.487 with a significance level of 0.000. It can be concluded that Ha is accepted and H0 is rejected, because the t-value> t-table, which is 7.487> 1.66088 with a significance level of 0.000 <0.05. This means that personality (X3) has a positive and significant effect on financial management behavior (Y). The better the personality towards finances of MSME actors, the better their financial management behavior. Based on the average respondent's answers, MSME actors in Banyumas Regency have good personalities, especially in terms of self-confidence, courage in taking risks, future planning, and having a leadership spirit. Personality is one of the main factors in the decision-making process in financial planning (Firli & Hidayati, 2021). The results of this study are in accordance with the research hypothesis and the theory of planned behavior (TPB) which underlies the relationship between personality and behavior that explains the role and behavior of individuals who have obstacles so that their actions cannot be arbitrary (Ajzen, 1991). A good personality will make MSME actors have responsibility in their performance, have good leadership, always be responsible in their duties, and dare to take risks and make decisions that can be accounted for.

## CONCLUSION

The conclusion of this study is: first, there is a significant positive influence of financial literacy on financial management behavior in MSME actors in Banyumas Regency. Then there is a negative and significant influence of financial attitudes on financial management behavior in MSMEs in Banyumas Regency. Furthermore, there is a significant positive influence between personality on financial management behavior in MSME actors in Banyumas Regency. Second, there are limitations of this study, namely the variables of financial literacy, financial attitudes, and personality only have an effect of 47.7% on the variable of financial management behavior, as evidenced by the adjusted r square value obtained of 0.477, then the remaining 52.3% is the contribution of other variables not examined in this study, including: self-efficacy, demographics, sources of income, financial experience and education level of MSME actors. The third is that MSMEs are expected to be able to learn and improve the factors that influence financial management behavior, including by participating in coaching activities with financial literacy materials, financial attitudes and personality for MSMEs in the form of training and mentoring provided by the government or local related institutions so that financial management and the businesses they own can continue to develop.

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