

ABSTRACT

THE INFLUENCE OF FINANCIAL LITERACY AND FINANCIAL TECHNOLOGY ON FINANCIAL BEHAVIOR WITH HEDONISTIC LIFESTYLE AS A MEDIATING VARIABLE AMONG GOPAY USERS

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This study aims to examine the influence of financial literacy and financial technology on financial behavior with hedonistic lifestyle as a mediating variable, focusing on GoPay users among Generation Z in South Tangerang. The rise of digital financial services, especially e-wallet platforms, has shifted consumer behavior toward cashless and increasingly impulsive spending patterns. Using a quantitative approach, this research collected data from 119 respondents and employed Structural Equation Modeling (SEM) with SmartPLS for analysis. The results reveal that financial literacy does not have a significant direct effect on financial behavior, but it does have a significant influence on hedonistic lifestyle, which in turn affects financial behavior. In contrast, financial technology shows both a direct and indirect significant effect on financial behavior through hedonistic lifestyle. These findings indicate that financial knowledge may influence financial behavior more effectively when mediated by lifestyle-related factors. Moreover, financial technology plays a vital role in shaping both lifestyle and digital financial decisions among youth. This study contributes theoretically by integrating lifestyle into behavioral finance models and offers practical implications for financial educators, FinTech developers, and policy-makers aiming to promote healthy financial habits in the digital era.

Keywords: *Financial Literacy, Financial Technology, Hedonistic Lifestyle, Financial Behavior, GoPay, Generation Z*