The Relationship between Demographic Factors and Financial Knowledge on the Financial Behavior of UPTD Puskesmas Takkalalla Employees in Wajo Regency

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Abstract: This study aims to analyze the relationship between demographic factors and financial knowledge on the financial behavior of UPTD Puskesmas Takkallala employees of Wajo Regency. The research method used is quantitative with a survey approach using a questionnaire. The research sample consisted of 58 employees selected using the saturated sample technique. The results showed that demographic factors, which include age, gender, and income, have a significant influence on employee financial behavior. In addition, financial knowledge also has a positive effect on individual financial management, including financial planning, budgeting, and investment decision making. The conclusion of this study is that the better the financial understanding of employees, the better their financial behavior. Therefore, improving financial literacy through training and financial education for employees is highly recommended to improve their financial well-being.

Keyword: Demographics, Financial Knowledge, & Financial Behavior.

INTRODUCTION

Demography and financial literacy are two aspects that have an important role in the lives of individuals and society at large. Demography as the study of population characteristics and dynamics not only provides an understanding of population growth, geographical distribution, and socio-economic composition, but is also a factor that influences various aspects of life, including one's financial behavior. Financial literacy, on the other hand, reflects an individual's level of understanding of financial concepts and how they manage their financial resources wisely. The two are interrelated, where demographic factors such as age, gender, education level and income can affect a person's level of financial literacy, which ultimately impacts the financial well-being of individuals and society as a whole.

In the modern era, financial literacy has become increasingly crucial given the complexity of the rapidly evolving financial system. A person's ability to understand financial concepts, such as budget management, investment, savings and debt management, determines their future economic well-being. Unfortunately, there are still many individuals who do not have an

adequate understanding of financial management, making them vulnerable to financial problems, such as uncontrolled debt, excessive spending, and lack of preparation for urgent needs and retirement. Studies show that a person's level of financial literacy is often closely related to demographic factors, meaning that the characteristics of a particular population can give an insight into how individuals manage their finances.

In Indonesia, financial literacy is a serious concern for the government, as stated in Indonesia's National Financial Literacy Strategy (OJK, 2017), which emphasizes the importance of improving people's knowledge and skills in managing finances effectively. Despite various efforts, gaps in financial understanding are still evident, especially among workers with diverse educational backgrounds and experiences. Employees in the health sector, such as medical personnel and administrative staff at puskesmas, also face similar challenges in managing their personal finances. The busyness of carrying out health service tasks often leads to less attention to financial planning and management.

UPTD Puskesmas Takkallala, located in Wajo Regency, South Sulawesi, is one of the health service units that has an important role in providing health services to the community. Employees at this puskesmas come from various backgrounds, in terms of age, education level, and income level, which can affect their understanding of financial literacy. Lack of awareness and knowledge about the importance of sound financial planning can lead to unwise consumption patterns, such as uncontrolled spending, minimal allocation of funds for savings and investment, and unpreparedness to face unexpected financial conditions in the future.

Demographic factors such as age, gender, education level, and income are often indicators in understanding one's financial behavior. For example, younger employees tend to have more impulsive consumption patterns compared to more senior employees, who may be more focused on long-term financial planning. Similarly, education and income levels can determine the extent to which a person has an understanding of basic to complex financial concepts, such as investment, credit and insurance. Therefore, this study aims to examine how demographic factors affect the level of financial literacy of employees at UPTD Puskesmas Takkallala.

This study aims to understand the relationship between demographic factors and financial literacy as a basis for designing more effective financial education programs for puskesmas employees. With improved financial literacy, employees are expected to make wise financial decisions, avoid financial risks, and achieve better economic well-being.

METHOD

This study uses a quantitative approach with a survey method to analyze the relationship between demographic factors and financial knowledge on the financial behavior of UPTD Puskesmas Takkallala employees in Wajo Regency. The quantitative method was chosen because it allows objective measurement of the relationship between variables using numerical data analyzed statistically (Sugiyono, 2020).

The population in this study were all employees of the UPTD Puskesmas Takkallala, totaling 58 people. The sampling technique uses a saturated sample, where the entire population is used as a sample because the number is relatively small and allows it to be studied as a whole (Mardianto, Darwis, and Suhartatik, 2023). This research was conducted at the UPTD Puskesmas Takkallala Wajo Regency for two months, namely January to March 2025.

The main instrument in this study was a Likert scale-based questionnaire, which was used to measure demographic variables, financial knowledge, and employee financial behavior. The questionnaire consists of three main parts, namely respondent demographic data (age, gender, and income), questions regarding the level of financial knowledge, and questions regarding financial behavior which includes financial planning, budgeting, and financial management. Before being used in data collection, the questionnaire was tested for validity and reliability to ensure the instrument was able to measure the variables under study accurately and consistently.

The validity test was conducted by looking at the correlation between the score of each question item and the total score of the variable, where the item was said to be valid if r-count > r-table at a significance level of α = 0.05. Meanwhile, the reliability test was conducted using Cronbach's Alpha, where a variable is said to be reliable if it has a Cronbach's Alpha value of 0.6.

The data collection process was conducted using the self-administered questionnaire method, where respondents filled out the questionnaire independently according to their understanding. In addition, the documentation method was also used to collect secondary data relating to the financial policies and organizational structure of the UPTD Puskesmas Takkallala.

Data analysis was carried out using SPSS version 25 software, which included several stages of testing, namely descriptive analysis to describe the characteristics of respondents and the distribution of research data, validity and reliability tests to ensure the quality of the instrument, normality test, multicollinearity test, and heteroscedasticity test. To ensure the regression model used meets statistical requirements.

RESULTS AND DISCUSSION
Respondent Data Description
This section presents the results of the study based on the analysis of data that has been collected from 58 respondents of UPTD Puskesmas Takkallala employees of Wajo Regency. The tests carried out include validity and reliability tests to ensure the research instrument can be used accurately, as well as multiple linear regression analysis to determine the effect of demographic factors and financial knowledge on employee financial behavior. This section must answer the problems or research hypotheses that have been formulated previously.

Validity Test
The validity test was conducted to measure the extent to which the research instrument was able to measure the intended variable. The validity test results show that all statement items have a correlation value (r-count> r-table, p <0.05), so they are declared valid.

Table 1. Validity Test

Variable	Indicator	r-count	r-table	Sig.	Description
Demographics (X1)	X1.1	0.889	0.2586	0.000	Valid
	X1.2	0.879	0.2586	0.000	Valid
	X1.3	0.895	0.2586	0.000	Valid
	X1.4	0.890	0.2586	0.000	Valid
	X1.5	0.810	0.2586	0.000	Valid
	X1.6	0.778	0.2586	0.000	Valid
Financial Knowledge (X2)	X2.1	0.860	0.2586	0.000	Valid
	X2.2	0.891	0.2586	0.000	Valid
	X2.3	0.889	0.2586	0.000	Valid
	X2.4	0.843	0.2586	0.000	Valid
Financial Behavior (Y)	Y.1	0.408	0.2586	0.000	Valid
	Y.2	0.634	0.2586	0.000	Valid
	Y.3	0.518	0.2586	0.000	Valid
	Y.4	0.547	0.2586	0.000	Valid
	Y.5	0.610	0.2586	0.000	Valid
	Y.6	0.565	0.2586	0.000	Valid
	Y.7	0.426	0.2586	0.000	Valid
	Y.8	0.543	0.2586	0.000	Valid

Source: SPSS 25

Based on all variables, namely demographics (X1), financial knowledge (X2), and financial behavior (Y) has an r-count value obtained based on the data above. Because the r-count value is greater than the r-table value of 0.2586.

Reliability Test

Reliability test was conducted using Cronbach's Alpha to measure the internal consistency of the questionnaire. The reliability test results show that all variables have a Cronbach's Alpha value> 0.6, which indicates that the research instrument is reliable.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reability Standard	Description
Demographics (X1)	0.926	> 0.60	Reliable
Financial Knowledge (X2)	0.892	> 0.60	Reliable
Financial Behavior (Y)	0.637	> 0.60	Reliable

Source: SPSS 25

Based on the reliability test results above, it can be concluded that the demographic variables (X1), financial knowledge (X2), and financial behavior (Y) each have a Cronbach's alpha value greater than 0.06. Therefore, all variables in this instrument can be considered valid.

Normality Test

The normality test is used to determine whether the confounding or residual variables in the regression model follow a normal distribution. This is done using the Kolmogorov-Smirnov formula, with the criterion that the data is considered normally distributed if the significance value is greater than 0.05, and so on if the significance value is less than 0.05, then the data does not contribute normally.

Table 3. One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		58
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviantion	1.87492125
Most Extreme Differences	Absolute	.095
	Positive	.054
	Negative	-.095
Test Statistic		.095
Asmyp. Sig. (2-tailed)		.200[c,d]

    a.   Test distribution is Normal.
    b.   Calculated from data.
    c.   Lilliefors Significance Correction.
    d.   This is a lower bound of the true sihnificance.

Source: SPSS 25

Demographic variables (X1), financial knowledge (X2), and financial behavior (Y) can be concluded based on the table, which shows (Sig 0.200) with a value greater than 0.05. This indicates that the information from each study has been statistically normally distributed and is suitable for use as research information.

Multicollinearity Test

The multicollinearity test is carried out to ensure that the regression model has a high or perfect correlation between the independent variables used. If the regression model tested shows a high or perfect correlation in the independent variables, then the model is declared

good. In cases where there is no correlation between the variables, a multicollinearity test is not performed.

Table 4. Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Demographics (X1)	.738	1.355
	Financial Knowledge (X2)	.738	1.355

a.   Dependent Variable: Financial Behavior
Source: SPSS 25

Based on the table above, the tolerance value is 0.738> 0.1, the demographic variable (X1) and financial knowledge (X2) do not show symptoms of multicollinearity, as shown in the table above. In addition, the VIF value is 1.355 < 10. Thus, the data used in the study can be used because there are no multicollinearity symptoms in the regression equation model.

Heteroscedasticity Test
The heteroscedasticity test is carried out, according to Ghozali (2017: 85), to determine whether the regression model has inequality of variance between residual observations. Heteroscedasticity occurs when there are variants in the regression model variables that are not the same, while homoscedasticity occurs when the regression model has the same value. The expected regression model is residuals from one observation to another, which are constant, or heteroscedasticity or its absence.

Table 5. Heteroscedasticity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Costant)	2.152	1.092		1.970	.054
	Demographics (X1)	-.012	.048	-.040	-.040	.797
	Financial Knowledge (X2)	-.019	.061	-.050	-.320	.750

a. Dependent Variable: ABS_RES

Source: SPSS 25

From the table above, it is clear that the demographic variable (X1) and financial knowledge (X2) have a Sig value> 0.05, which means that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Test
Multiple linear regression analysis was conducted to examine the effect of demographic factors and financial knowledge on employee financial behavior. The regression model used in this study is:

$$Y = a + b_1.X_1 + b_2.X_2 + e$$

Based on the results of the analysis using SPSS version 25, the following results were obtained:

Table 6. Multiple Linear Regression Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
1 (Constant)	20.265	1.926		10.521	.000
Demographics (X1)	.222	.085	.334	2.606	.012
Financial Knowledge (X2)	.224	.107	.276	2.094	.041

a. Dependent Variable: Financial Behavior

Source: SPSS 25

The regression equation results show that financial behavior (Y) is influenced by demographic variables (X1) and financial knowledge (X2). The constant value of 20,265 indicates the value of Y without the influence of these two variables. Positive regression coefficients for X1 (0.222) and X2 (0.224) indicate that a one-unit increase in each variable will increase financial behavior. In other words, the better the demographics and financial knowledge of employees, the better their financial behavior.

Hypothesis Test

Hypothesis testing is carried out using the t test to test the effect of each independent variable on the dependent variable and the F test to test the effect of the independent variables simultaneously.

1. Hypothesis 1 (H_1): Demographic factors affect employee financial behavior
   The t-test results show the t-count value = 2.587 and significant value = 0.012, which means that demographic factors have a significant effect on financial behavior (significant value < 0.05). Thus, H_1 is accepted.
2. Hypothesis 2 (H_2): Financial knowledge affects employee financial behavior
   The t-test results show the t-count value = 3.927 and significant value = 0.000, which means that financial knowledge has a significant effect on financial behavior (significant value < 0.05). Thus, H_2 is accepted.

Discussion

The results showed that demographic factors have a positive and significant influence on employee financial behavior. This shows that age, gender, and income contribute to shaping individual financial habits. Older employees tend to be wiser in managing finances than younger employees.

In addition, financial knowledge also has a significant effect on financial behavior, which indicates that the higher a person's understanding of finance, the better their financial management. This finding is in line with Melia Novitasari, Sri Megawati Elizabeth (2024) research, which states that financial literacy plays an important role in individual financial decision making.

These results also strengthen behavioral finance theory, which states that individual financial behavior is influenced by social and psychological factors, including demographic characteristics and financial literacy levels Handayani et al (2022). Therefore, increasing financial education for UPTD Puskesmas Takkallala employees is highly recommended to improve their financial well-being.

Overall, this study proved that demographic factors and financial knowledge have a positive effect on employees' financial behavior. Therefore, relevant agencies are advised to increase financial literacy training to improve employees' understanding in managing finances more effectively and sustainably.

CONCLUSION

This study aims to analyze the relationship between demographic factors and financial knowledge on the financial behavior of UPTD Puskesmas Takkallala employees in Wajo Regency. Based on the results of multiple linear regression analysis, it was found that demographic factors, which include age, gender, and income, have a positive and significant influence on employee financial behavior. This shows that individual characteristics play a role in determining how a person manages their finances. In addition, financial knowledge was also shown to have a significant effect on financial behavior, indicating that a better level of financial literacy can help individuals make wiser and more planned financial decisions.

The results of this study confirm the importance of financial education in improving employees' ability to manage their personal finances. The findings also support the theory of behavioral finance, which states that individual financial behavior is not only influenced by rational factors, but also by social and psychological factors. Therefore, there is a need for more comprehensive financial education and training programs for employees, especially in the health sector, so that they can manage their finances better and reduce the risk of financial difficulties in the future.

In the context of knowledge development, this study adds insight into the relationship between demographic factors and financial literacy in shaping individual financial behavior. This study also provides a practical contribution for health agency managers to pay more attention to financial literacy aspects in supporting the welfare of their employees. By understanding the factors that influence financial behavior, it is expected that more effective policies and strategies can be developed in improving individual financial management in the work environment.

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