

The Influence of Lifestyle and Social Environment through Financial Literacy on the Financial Behavior of Civil Servants

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ABSTRACT

The financial behavior of civil servants is often influenced by lifestyle and social environment, as well as low financial literacy. This study aims to understand the relationship between these factors and financial behavior. The research used a quantitative approach with data collection techniques through questionnaires to 100 civil servant respondents, which were analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results showed that lifestyle has a significant positive effect on financial literacy and financial behavior. The social environment also contributes significantly to financial literacy and financial behavior. Financial literacy serves as a mediator that strengthens the influence of lifestyle and social environment on financial behavior. This study concludes that improving financial literacy, which is influenced by lifestyle and social environment, can improve the financial behavior of civil servants. Therefore, it is important for civil servants to adopt a more responsible lifestyle and improve access to and understanding of financial literacy.

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1. INTRODUCTION

Currently, one of the issues that is widely discussed is financial behavior. Because often individuals who have sufficient income but still experience financial problems that are influenced by irresponsible financial behavior. Financial behavior includes how individuals plan, manage, and control their spending, borrowing, and saving (Firli & Hidayati, 2021). Due to the progress and development of the times, especially in the field of technology and information, there have been changes in people's consumption behavior, which has an impact on financial behavior.

Lifestyle is often one of the factors that influence financial behavior. Today's lifestyle is inevitable along with technological advances that make it easier for people to shop. Generally, people do shopping online or offline not based on needs alone, but for pleasure and to give a good image in their environment, causing individuals to be wasteful and cause consumptive behavior and hedonism. By following the hedonism lifestyle, individual behavior will indirectly become more consumptive (Nurazijah, Fitriani, & Rustini, 2023).

Hedonistic and excessive lifestyles are said to be the cause of many civil servants getting into loans. This lifestyle has become a trend for civil servants to pawn their SK (decree letter) to financial institutions to cover high monthly expenses (Dinar, 2023). A lifestyle of hedonism or consumerism can lead to long-term financial problems such as accumulated debt and difficulty in achieving financial goals. In addition, interest in saving and investing also decreases due to the consumptive mindset that still pervades society (Baiq Fitriarianti, n.d.). The results of research conducted by Rafly et al, found that the influence of lifestyle on financial behavior is very significant, especially in forming consumptive habits, increasing the risk of debt and ignoring the importance of savings and long-term investment (Satrio, Wati, Destiyana, & Sanjaya, 2024).

The social environment cannot be separated from individuals in everyday life, because the social environment is interconnected and interacts or reciprocal between humans and their environment. The environment is often called the main benchmark for shaping behavior, including consumption behavior or financial behavior (Rokhmah, n.d.). The social environment can lead to increased irrational consumption. This can be seen due to the increasing number of online shopping systems that have sprung up offering creative strategies, so that individuals make impulsive purchases without careful consideration (Aprinhasari & Widiyanto, 2020).

Research conducted by Rosdiana states that in addition to daily needs, easy internet access can also be used to study the financial sector (Riska Rosdiana, 2020). This is important because the economy of a country will not shake if people understand the financial system. The development of technology tends to make people misunderstand or mismanage finances because of the many financial products and conveniences offered. Therefore, people need to be equipped with knowledge, especially related to financial literacy. Individuals who experience financial problems are caused by mistakes in managing their finances.

Financial literacy includes an individual's understanding of managing their finances. Low levels of financial literacy can lead to inappropriate decision making and can hinder financial management both in the short and long term (Octrina, Rizal, Krisnawati, & Hendayani, 2023). Financial literacy is a key variable that has the potential to mediate the relationship between social environment, hedonism lifestyle, and financial behavior. The results show that low financial literacy leads to irrational investment, pension, debt, and savings decisions (Lu, Xiao, & Wu, n.d.).

The survey results Otoritas Jasa Keuangan (OJK) state that Indonesia with a financial literacy index by profession shows that the employee group has the highest literacy index of 83.22% compared to other professions (OJK dan BPS, 2024). However, the practical gap is seen from the mismatch between the financial knowledge possessed by civil servants and its implementation in everyday life. This is reflected in the dependence on loans, which shows an imbalance in financial management, thus disrupting financial stability, especially in civil servants.

Palopo city as one of the cities in South Sulawesi province, based on Badan Pusat Statistik (BPS) Palopo city has a number of civil servants reaching more than 4000 people who make up a significant part of the productive population in this city (BPS, 2024). Although they have relatively stable incomes, many of them face problems in financial management. Based on an interview with a moneylender in Palopo City, it shows that there are around 30 customers who borrow funds from him, they are civil servants from different agencies in Palopo City (Redaksi, 2020). This illustrates that being a civil servant is indeed a guaranteed future, having a fixed monthly salary, receiving benefits, and getting a pension. However, in fact, many civil servants are inflamed as a result of being trapped in bank loans and dealing with loan sharks.

This study aims to examine the influence of lifestyle and social environment through financial literacy on the financial behavior of Civil Servants. Understanding the influence of these factors on the financial behavior of civil servants is considered important, because civil servants are a group of people who have a fixed income but often face challenges in managing finances. This research is expected to provide a better understanding of the importance of financial literacy and its impact on financial behavior, so that it can manage finances more wisely.

2. METHODS

This study uses a quantitative approach with the SEM-PLS method to analyze the effect of lifestyle and social environment through financial literacy on the financial behavior of Civil Servants in Palopo City. The research population was all 4,124 civil servants of the Palopo City Government, which was also sampled using the slovin formula. Data collection was conducted using a questionnaire and analyzed using a Likert scale of 1-4.

The research instrument has been tested for validity and reliability using an initial sample of 30 respondents. The validity test results show that all questionnaire items are declared valid because the loading factor value obtained is more than 0.7 and the Average Variance Extracted (AVE) value obtained is more than 0.5. The reliability test uses the Cronbach Alpha and Composite Reliability values which all show numbers above 0.7 so that the instrument used is reliable. The research process was carried out in February 2025 in Palopo City.

3. FINDINGS AND DISCUSSION

Result

Respondent Frequency Distribution Table

Respondents in this study were all civil servants of the Palopo city government who filled out the questionnaire. In research in Palopo City with the following description of characteristics:

Table 4.1

Frequency Distribution of Respondent Characteristics Based on Gender (n=100)

Gender	Quantity	Percent (%)
Man	46	46%
Women	54	54%
Total	100	100%

Table 4.2

Frequency Distribution of Respondent Characteristics Based on Age (n=100)

Age	Quantity	Percent (%)
21 - 40	25	25%
41 - 50	48	48%
>51	27	27%
Total	100	100%

From the research, the following results were obtained:

1. Based on table 4.1, it can be seen that the number of respondents as many as 100 respondents with a percentage of 100% who filled out the questionnaire based on gender were 46 men or 46% and 54 women or 54% of respondents.
2. Based on table 4.2, it can be seen that the number of respondents as many as 100 respondents with a percentage of 100% who filled out the questionnaire based on age were 21-40 years old, totaling 25 respondents or 25%, then 41-50 years old amounted to 48 respondents or 48%, and age > 51 amounted to 27 respondents or 27%.

Measurement Model

The measurement model for the validity test and reliability, can be seen in Figure below :

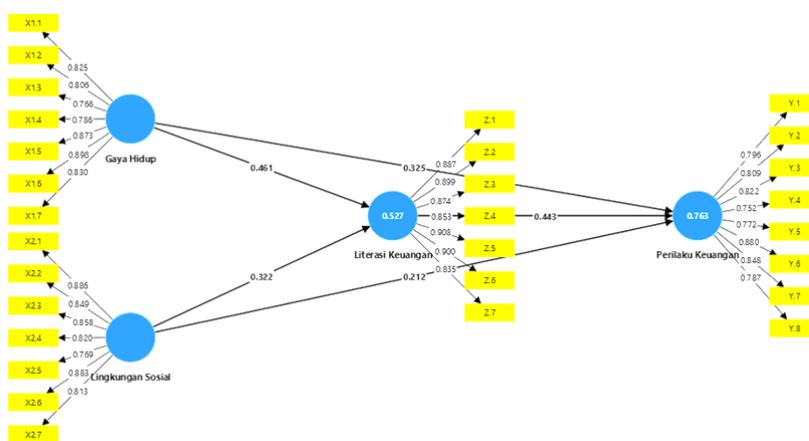


Figure 4.1 PLS Algorithm Validity and Reliability Test Results

A summary of the validity test results and reliability test results can be seen in the following table :

a. Convergent Validity

Table 4.3
Loading factor

Indicator	Loading Factor	Rule of Thumb	Description
X1.1	0,825	0,7	Valid
X1.2	0,806	0,7	Valid
X1.3	0,766	0,7	Valid
X1.4	0,786	0,7	Valid
X1.5	0,873	0,7	Valid
X1.6	0,898	0,7	Valid
X1.7	0,830	0,7	Valid
X2.1	0,886	0,7	Valid
X2.2	0,849	0,7	Valid
X2.3	0,858	0,7	Valid
X2.4	0,820	0,7	Valid
X2.5	0,769	0,7	Valid
X2.6	0,883	0,7	Valid
X2.7	0,813	0,7	Valid
Y.1	0,796	0,7	Valid

Y.2	0,809	0,7	Valid
Y.3	0,822	0,7	Valid
Y.4	0,752	0,7	Valid
Y.5	0,772	0,7	Valid
Y.6	0,880	0,7	Valid
Y.7	0,848	0,7	Valid
Y.8	0,787	0,7	Valid
Z.1	0,887	0,7	Valid
Z.2	0,899	0,7	Valid
Z.3	0,874	0,7	Valid
Z.4	0,853	0,7	Valid
Z.5	0,908	0,7	Valid
Z.6	0,900	0,7	Valid
Z.7	0,835	0,7	Valid

The results of the analysis in table 4.3 that the loading factor value on the variables of lifestyle, social environment, financial behavior and financial literacy obtained is > 0.7 so it can be concluded that all indicators used are declared valid. Apart from using loading factors, convergent validity analysis can also be assessed through the Average Variance Extracted (AVE) value.

Table 4.4
Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Lifestyle	0,685
Social Environment	0,706
Financial Literacy	0,774
Financial Behavior	0,655

Based on table 4.4, all AVE values obtained are > 0.5 so it can be concluded that it meets convergent validity based on the AVE value.

b. Discriminant Validity

Table 4.5
Fornell-Larcker Criterion

	Lifestyle	Social Environment	Financial Literacy	Financial Behavior
Lifestyle	0.827			
Social Environment	0.706	0.840		
Financial Behavior	0.689	0.648	0.880	
Financial Literacy	0.779	0.728	0.804	0.809

Based on Table 4.5, the results found that all the root values of the AVE on the construct are higher than the correlation of the construct with other latent variables which can be declared valid.

c. Reliability Test

Table 4.6
Composite Reliability dan Cronbach Alpha

	Cronbach's alpha	Composite reliability
Lifestyle	0.923	0.925
Social Environment	0.930	0.932

Financial Behavior	0.951	0.953
Financial Literacy	0.924	0.927

Constructs are declared reliable if they have composite reliability and Cronbach's alpha above 0,7. It can be concluded that the construct has good reliability.

Structural Model

The interpretation of the R-Square (R^2) value in this study is categorized into three levels, namely 0.75 indicates a strong influence, 0.50 indicates a moderate influence, and 0.25 indicates a weak influence.

Table 4.7
R-Square (R^2)

	R-square (R^2)	R-square adjusted
Financial Literacy	0.527	0.517
Financial Behavior	0.763	0.756

The results of the R-square analysis above show that:

1. Financial literacy has an R-square value of 0.527, which means that the influence of lifestyle and social environment on the financial literacy of Civil Servants is 52.7% and includes influence in the moderate category. Then, the remaining 47.3% is influenced by other variables that are not included in this study.
2. Financial behavior is 0.763, which means that the influence of lifestyle variables, social environment and financial literacy is 76.3% and is included in the strong influence category. While the remaining 23.7% is influenced by other variables not included in this study.

Hypothesis Test

Table 4.8
Original Sample, T-statistics, P-Value

Variabel	Original Sample	T Statistics (O/STDEV)	P Values
Lifestyle → Financial Behavior	0.325	2.946	0.003
Lifestyle → Financial Literacy	0.461	4.222	0.000
Social Environment → Financial Behavior	0.212	2.745	0.006
Social Environment → Financial Literacy	0.322	3.387	0.001
Financial Literacy → Financial Behavior	0.443	4.034	0.000

Based on table 4.8, the following results can be obtained:

1. The results of the analysis of the effect of lifestyle on financial behavior obtained a t-statistics value of $2.946 > 1.96$ and a p-value of $0.003 < 0.05$, it is concluded that lifestyle affects the financial behavior of civil servants.
2. The results of the analysis of the effect of lifestyle on financial literacy obtained a t-statistics value of $4.222 > 1.96$ and a p-value of $0.000 < 0.05$, it is concluded that lifestyle affects the financial literacy of civil servants.

3. The results of the analysis of the effect of the social environment on financial behavior obtained a t-statistics value of $2.745 > 1.96$ and a p-value of $0.006 < 0.05$, it is concluded that the social environment affects the financial behavior of civil servants.
4. The results of the analysis of the effect of the social environment on financial literacy obtained a t-statistics value of $3.387 > 1.96$ and a p-value of $0.001 < 0.05$ concluded that the social environment affects the financial behavior of civil servants.
5. The results of the analysis of the effect of financial literacy on financial behavior obtained a t-statistics value of $4.034 > 1.96$ and a p-value of $0.000 < 0.05$, it is concluded that financial literacy affects the financial behavior of civil servants.

Mediation Test

If t-statistics > 1.96 and P-value < 0.05 , it is concluded that there is a significant indirect effect or there is a mediating effect.

Table 4.9
Path Coefficients T-Statistics, P-Values

	Original sample (O)	T statistics (O/STDEV)	P values
Lifestyle → Financial Literacy → Financial Behavior	0.204	2.715	0.007
Social Environment → Financial Literacy → Financial Behavior	0.143	2.749	0.006

Based on the mediation test results, it can be seen that:

1. The results of the analysis of the effect of lifestyle on financial behavior through financial literacy obtained a t-statistics value of $2.715 > 1.96$ and the p-value obtained is $0.007 < 0.05$, it is concluded that the financial literacy variable can mediate the effect of lifestyle on the financial behavior of civil servants.
2. The results of the analysis of the effect of the social environment on financial behavior through financial literacy obtained a t-statistics value of $2.749 > 1.96$ and the p-value obtained is $0.006 < 0.05$, it is concluded that the financial literacy variable can mediate the effect of financial literacy on the financial behavior of civil servants.

Discussion:

The Effect of Lifestyle on the Financial Behavior of Civil Servants

Based on the results of testing the first hypothesis regarding the effect of lifestyle on the financial behavior of civil servants (PNS), the p-value < 0.05 and the t-statistics value > 1.96 means that lifestyle has a significant effect on the financial behavior of civil servants.

Lifestyle reflects an individual's pattern of behavior in living their life, which is influenced by various factors such as interests, activities, opinions as well as the social and cultural environment. This suggests that their lifestyle not only reflects their personal preferences, but can also have a significant impact on their financial habits and behavior (Msarofah & Fauzan, 2023). Civil servants who are very concerned about their finances will be more careful in maintaining their lifestyle so as not to adversely affect their finances. Civil servants who lack good financial planning tend to have difficulty in managing expenses, especially in emergency situations or urgent needs in the future. Instead, they tend to save, invest and allocate their income for needs that are more important than their wants.

The results of this study are in line with research conducted by Desy Miftahulillah, Pupu Saeful Rahmat, and Yeyen Suryani with the title *The Effect of Financial Literacy and Lifestyle on Financial Behavior Through Self Efficacy as a Mediating Variable survey of Students of the Faculty of Education and Science, Swadaya Gunung Jati University Cirebon*, where the results of the study show that

lifestyle has a positive and significant effect on student financial behavior (Miftahulillah, Rahmat, & Suryani, 2023).

The Effect of Lifestyle on the Financial Behavior of Civil Servants

Based on the results of testing the second hypothesis regarding the effect of lifestyle on financial literacy, the t-statistics value > 1.96 and p-value < 0.05 , meaning that lifestyle has a significant effect on the financial literacy of civil servants.

The results of the research conducted found that lifestyle has a positive effect on the financial literacy of civil servants. This means that the better the lifestyle, the higher the understanding and financial skills possessed by Civil Servants in managing their finances wisely and strategically. With improved financial literacy, individuals will be better able to manage their finances well, reduce the risk of financial hardship and achieve more stable economic well-being. (Siruang, Posi, & Kaiyeli, 2024).

The results of this study are in line with research conducted by Evira Kusumaningtyas, Yufenti Oktafiah, and Eva Mufidah with the title *The Effect of Lifestyle on Financial Management Through Financial Literacy as an Intervening Variable in Generation Z in Pasuruan City*, where the results of their research show that lifestyle has a positive and significant effect on financial literacy (Kusumaningtyas, Oktafiah, & Eva Mufidah, 2024).

The Effect of Social Environment on the Financial Behavior of Civil Servants

The results of testing the third hypothesis regarding the influence of the social environment on financial behavior have a t-statistics value > 1.96 and the p-value obtained is < 0.05 , meaning that the social environment has a significant effect on the financial behavior of civil servants.

Social environment refers to an environment where there is interaction between a person and another person, a person and a group, and between groups. The social environment includes all people or groups that can influence individuals, either directly or indirectly. In this environment, human relationships are formed through various interactions. In addition, the social environment has an important role in influencing individual financial behavior. Interactions that occur in the social environment not only shape the character of individuals but also affect the way they adapt and behave in everyday life (Agustina, Anita, & Muthmainnah, 2024).

The findings in this study are in line with the results of research conducted by Ema Wijayanti, Ni Kadek Sinarwati and Putu Indah Rahmawati with the title *The Effect of Financial Literacy, Financial Planning, and Social Environment on the Financial Behavior of Non-State Government Employees of Ganesha University of Education*, where the results of the study show that the social environment has a positive effect on the financial behavior of Non-State Government Employees) of Ganesha University of Education (Wijayanti, Sinarwati, & Rahmawati, 2024).

The Effect of Social Environment on Financial Literacy of Civil Servants

Testing the fourth hypothesis regarding the effect of social environment on financial literacy shows the value of t-statistics > 1.96 and p-value < 0.05 , meaning that the social environment has a significant effect on financial literacy. This shows that the better the individual's social environment, the more financial literacy will increase.

The findings in this study are in line with the results of research conducted by Muhammad Herizal Ihza, Muhammad Maulana and Muhammad Adnan with the title *Financial Attitudes, Environment, and Transaction Interest and Their Effect on Islamic Financial Literacy: Empirical Study in Banda Aceh City*, where the results of his research show that the environment has a positive and significant effect on Islamic financial literacy in the people of Banda Aceh City (Ihza, Maulana, & Adnan, 2024). Then, another study was conducted by Annisa Reja Danurahman, Ati Sumiati and Sri Zulaihati with the title *The Role of Financial Literacy in Mediating the Effect of Peer and Family Environment on Student Consumptive Behavior*, where the results showed that the peer environment

and family environment had a significant effect on financial literacy (Danurahman, Sumiati, & Zulaihati, 2023).

The Effect of Financial Literacy on the Financial Behavior of Civil Servants

Testing the fifth hypothesis regarding the effect of financial literacy on financial behavior shows the value of t-statistics > 1.96 and p-value < 0.05, meaning that financial literacy has a significant effect on financial behavior.

The results of this study are in line with the results of research conducted by Firly Amelya Hidayat and V. Santi Paramita with the title Analysis of the Influence of Lifestyle, Financial Literacy and Financial Inclusion on the Financial Behavior of generation Z in West Java, where the results of his research show that financial literacy has a positive effect on financial behavior (Hidayat & Paramita, 2024). Then other research conducted by Muhammad Nur Alam Muhajir et al, shows that how important financial literacy is in financial behavior (Muhajir, Buluatie, Zulqarnain, & Alma, 2024).

4. CONCLUSION

Based on the results of the study, there is evidence that lifestyle and social environment have a significant effect on the financial behavior of civil servants in Palopo City. A positive and planned lifestyle affects financial literacy, which in turn affects individual financial behavior. A supportive social environment, both from family and coworkers, also contributes to better financial management. Financial literacy acts as an intervening variable that mediates the influence of lifestyle and social environment on financial behavior. Therefore, improving financial literacy and lifestyle awareness is crucial in achieving financial well-being among civil servants.

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