The influence of financial knowledge and personality on financial management behavior of apliation based sturtup UMKM

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Article Info	ABSTRACT
	This study aims to determine the Effect of Financial Knowledge and Personality on Financial Management Behavior in Ulos Batak Crafts UMKM Based Sturtup in Medan City. The research method used is a quantitative method with an explanatory survey approach. The data collection technique used was simple random sampling with the Isaac and Michael formula and a sample of 62 UMKM Based Sturtup actors. The data analysis. Based on the results of the analysis, it was found that Financial Knowledge had a partial and significant effect on Financial Management Behavior, Personality had a partial and significant effect on Financial Management Behavior, and Financial Knowledge and Personality simultaneously had an effect and were significant on Financial Management Behavior UMKM Based Sturtup.

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Introduction

Based on Law Number 20 of 2008, Micro, Small and Medium Enterprises are businesses operated by individuals, groups or business entities that have assets of Rp. 50,000,000 – Rp. 50,000,000,000. In the Indonesian economy, UMKM Based Sturtup are an economic sector that plays an important role in boosting the national economy and absorbing labor (Kementrian Koperasi, 2021). Meanwhile in terms of numbers, in the range of 2017 - 2020 UMKM Based Sturtup grew rapidly where in 2017 the number of UMKM Based Sturtup in Indonesia was 56,540,000 business units. This number increased in 2018 to 57,500,000 business units, in 2019 to 60,000,000 units and in 2020 to 61,000,000 business units. In 2018 in Medan City there were 140,608 MSME business units consisting of various types of businesses ranging from types of food and beverage businesses, services, trade, to crafts. (BPS, 2018). One of the popular UMKM Based Sturtup in Medan City is the Ulos Batak UMKM. This is because they make a product in the form of a shawl with various motifs that are synonymous with Batak culture. The market for the Ulos Batak UMKM is not only the Batak people and Medan City but also the Indonesian people. However, the contribution of UMKM Based Sturtup including Ulos Batak UMKM Based Sturtup to the Medan City economy in 2018 is estimated to be only 39.8%, with large companies reaching 60.2%. The data illustrates that the contribution of the large business sector is still large compared to the relatively limited MSME sector. In addition, UMKM Based Sturtup also have not kept financial records, so this

proves that the low awareness of UMKM Based Sturtup on the importance of budget planning will actually make it easier for UMKM Based Sturtup to manage their business. (Salam, 2021).

Financial management behavior is a science for managing finances and is used as a basis for decisions on sources of funds, allocation of funds, and decisions in planning for the future(Gitman, 2002). In determining financial management behavior, financial knowledge is the main factor. Financial knowledge itself is a process or activity in order to increase knowledge, competence, and ability to manage finances. In addition, financial knowledge can also be interpreted as a behavior of an individual who manages their finances for the purpose of results, risk taking, leadership and the future. When MSME actors already have financial knowledge, it will make it easier for them to make decisions oriented towards developing their business. Based on the results of the pre-survey, the following results were obtained:

Table 1. Pre-Survey Results

No.	Variable	Statement	Yes	No
1.	Financial Knowledge (X1)	Do you have knowledge in terms of business income and expenses	60%	40%
2.	Personality (X2)	Are you investing for business development	40%	60%
4.	Financial Management Behavior (Y)	Do you manage finance well and wisely	60%	40%

Source: Processed data, 2022.

In the pre-survey with 5 UMKM Based Sturtup it was found that 3 of the Ulos Batak UMKM Based Sturtup did not have sufficient Financial Knowledge (X1) to determine sources of business income and expenses even though there was a lot of assistance in the form of funds provided by the Medan City Government to advance local product UMKM Based Sturtup North Sumatra. But another problem lies in the knowledge in setting the allocation of funds given. Besides that, Personality (X2) is an important factor in influencing management behavior.

Method

In this research using quantitative research. This is because it uses numbers starting from the data set, interpretation of dates, events and results. This approach is also related to research variables that focus on current problems and a phenomenon whose results are in the form of numbers and have meaning (Jayusman, 2020). This research is based on the positivism paradigm that uses population and research samples.

The relevant quantitative method is explanatory design which can be carried out by means of an explanatory survey. The explanatory survey format requires the researcher to make a hypothesis (Mulyadi, 2011). The research locations were in all Ulos Batak MSME store locations in Medan City. Withdrawal sample size itself refers to the formula of Isaac and Michael. The Isaac and Michael formula determines the number of samples with various levels of error such as 1%, 5%, and 10%. The population in the study amounted to 174 UMKM Ulos Batak in Medan City and the error tolerance was 5% and the d value was 0.1 so that the number of research samples was determined to be 62 respondents.

Results and Discussions

The population census in 2020 found Medan City to have 2,435,252 residents. One of the majority tribes in Medan City is the Batak tribe. As a result of the many Batak tribes living in Medan City, Batak culture has survived the development of modern culture. The form of the persistence of this culture is the ulos cloth. Historically, ulos cloth has existed since the first time the Batak tribe existed and continues to develop in modern life as it is today. The ulos cloth itself has a story that is believed by the Batak tribe and it is recorded in the Dalihan Natolu customary institution. This story is about Tuan Sori Mangaraja who lives with his wife and children.

When the daughter is an adult and wants to give birth, a baby is not born, but a library in which there is knowledge about hadatuon or shamanism. After giving birth to the first one, she became pregnant again and gave birth but it was no longer a baby but a set of looms. At this time ulos cloth is widely used for business activities where many UMKM Based Sturtup in Medan City produce and market ulos cloth as a form of effort to preserve Batak culture. The market for ulos cloth is not only for the Batak tribe but also for other ethnic groups, as well as tourists who have an interest in Batak culture. Ulos products produced and marketed by UMKM Based Sturtup in Medan City also have various types depending on their use. To test the data, the validity and reliability tests were carried out, then the classical assumptions were tested, and then the hypothesis was tested. The description is as follows:

Validty Test

The validity test has the aim of detecting the validity of the research results. Count confidence seen through the full correlation of items adjusted and determined from valid claims r count > r_{table}. In this case the r_{table} is 0.2108.

Table 2. Validty Test Results

Description	Question Items	R count	r table	Information
X1	P1	0,628	0,2108	Valid
	P2	0,669	0,2108	Valid
	P3	0,536	0,2108	Valid
	P4	0,687	0,2108	Valid
	P5	0,541	0,2108	Valid
	P6	0,500	0,2108	Valid
	P7	0,624	0,2108	Valid
	P8	0,482	0,2108	Valid
	P9	0,517	0,2108	Valid
	P10	0,468	0,2108	Valid
	P11	0,562	0,2108	Valid
	P12	0,564	0,2108	Valid
X2	P1	0,676	0,2108	Valid
	P2	0,660	0,2108	Valid
	P3	0,654	0,2108	Valid
	P4	0,596	0,2108	Valid
	P5	0,689	0,2108	Valid
	P6	0,634	0,2108	Valid
	P7	0,580	0,2108	Valid
Y	P1	0,749	0,2108	Valid
	P2	0,674	0,2108	Valid
	P3	0,657	0,2108	Valid
	P4	0,425	0,2108	Valid
	P5	0,553	0,2108	Valid
	P6	0,607	0,2108	Valid
	P7	0,496	0,2108	Valid
	P8	0,608	0,2108	Valid
	P9	0,649	0,2108	Valid
	P10	0,491	0,2108	Valid
	P11	0,605	0,2108	Valid

Sumber: Processed products (2023).

From the results of the data processing above, it was found that each item of financial knowledge variable questions, personality, and financial management behavior was valid.

Realibility Test

The reliability test has the objective of evaluating the measurement remains the same after more than one measurement of the same phenomenon using the same instrument (Surya, 2019).

Tabel 3. Realibility Test Results

Variable	Realibility Value	Cronbach'sAlpha	Information
Knowledge Finance	0,738	0,60	Reliabel
Personality	0,756	0,60	Reliabel
Financial Management Behavior	0,744	0,60	Reliabel

Source: Processed products (2023).

From the results of the processed data above, financial knowledge, personality, and reliable behavior were found.

Classic Assumption Test
a. Normality Test

According to (Surya, 2019) the normality test has the aim of detecting whether the variables in the study are normally distributed or not (Surya, 2019). A regression model should be normally distributed. The criterion for knowing this is through graphics.
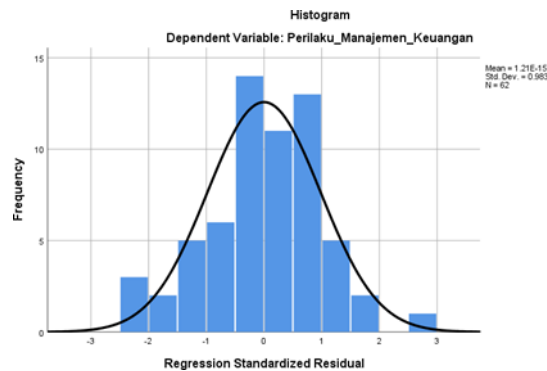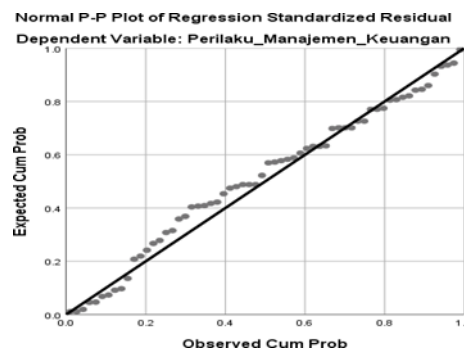

Image 1. Histogram.

Image 1. Grafik Normal Probability Plot
Source: Processed products (2023)

From the processed data above, it can be seen that the normal probability plot data graph has been normally distributed. It can be seen from the dots scattered around the diagonal axis.

b. Multiculonearity Test

In this study the multicollinearity test detects whether there is a relationship between the independent variables which should not exist.Tabel 3. Hasil Uji Multikolinearitas.

Table 3. Multiculonearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pengetahuan_Keuangan	.262	3.817
	Kepribadian	.262	3.817

Source: Processed products (2023).

From Table 3 a conclusion can be drawn as follows: (a) The VIF value of the financial knowledge and personality variables is smaller and below 10 so there is no multicollinearity. (b) The tolerance value of financial knowledge and personality variables is greater than 0.1 so that there is no multicollinearity.

c.   Heteroscedasticity
The heteroscedasticity test has the aim of detecting variance dissimilarities in this model. In the heteroscedasticity test, the Glejser test approach is used.

Table 4. Glesjer Test Results

		UnstandardizedCoefficients		StandardizedCoefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.504	1.452		1.724	.090
	Knowledge Finance	.006	.058	.028	.110	.913
	Personality	-.053	.082	-.162	-.642	.523

Source: Processed products (2023)

From the processed data it was found that the significance value of the independent variable was greater than 0.5 or 5% so that it was concluded that there was no heteroscedasticity.

Hypothesis Test

a.   Multiple Linear Regression Analysis
Multiple regression analysis has the aim of detecting the effect of the independent variable (X) on the dependent variable (Y).

Table 5. Results Of Multiple Linear Regression Analysis

		UnstandardizedCoefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
	(Constant)	.797	2.304		.346	.731
1	Knowledge Finance	.695	.092	.715	7.567	.000
	Personality	.329	.130	.239	2.532	.014

Source: Processed products (2023)

From the processed data, the following equation can be arranged: Financial Management Behavior = 0.797 + 0.695 Financial Knowledge + 0.329 Personality + 0.05 errorPersamaan tersebut diartikan berikut ini: (a) The constant value of 0.797 is positive, meaning that the average predictive value of financial management behavior will still increase by 0.797 even though the financial knowledge and personality variables are zero. (b) The coefficient of financial knowledge is 0.695, meaning that for every unit increase in the financial knowledge variable, the behavioral variable of financial management will increase by 0.695. (c) The personality coefficient is 0.329, meaning that for every increase in the personality variable unit, the financial management behavior variable will increase by 0.329.

b.   Partiel Test (Uji t)
The partial test has the aim of detecting the effect of the independent variables on the dependent variable and t table of 1.67065.

Tabel 6. Partial Test Results (Uji t)

Model		B	Std. Error	Standardized Coefficients Beta	T	Sig.
	Unstandard zedCoefficients					
1	(Constant)	.797	2.304		.346	.731
	Knowledge Finance	.695	.092	.715	7.567	.000
	Personality	.329	.130	.239	2.532	.014

Source: Processed products (2023).

The processed data is interpreted as follows: (a) The coefficient of financial knowledge is 0.695 with t_count 7.567 > than t_table 1.67065 and a significance of 0.000 <0.05 so that H0 is rejected and H1 is accepted which means financial knowledge partially has a positive and significant effect on financial management behavior in Ulos Batak MSME actors in the City Medan. (The personality coefficient is 0.329 with t_count 2.532 > t_table 1.67065 and a significance of 0.014 <0.05 so that H0 is rejected and H1 is accepted which means that personality partially has a positive and significant effect on financial management behavior in Ulos Batak MSME actors in Medan City.

c. Simultaneous Test (Uji F)

The F test has the objective of detecting the overall effect of the independent variables simultaneously on the dependent variable. F_table value is 2.53.

Table 7. Simultaneous Test Results (Uji F)

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1241.759	2	620.880	184.350	.000b
	Residual	198.709	59	3.368		
	Total	1440.468	61			

Source: Processed products (2023).

From the processed data, it was found that F_count 184.350 > F_table 2.53 and a significance of 0.000 <0.05, which means that financial knowledge and personality simultaneously have an influence and are significant on financial management behavior in Batak ulos MSME actors in Medan City.

d. Determination Coefficient Test (R2)

The coefficient of determination test (R2) has the objective of measuring how much the dependent variable is influenced by the independent variable.

Tabel 8. Test Results Of The Coefficient Of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928a	.862	.857	1.835

Source: Processed products (2023).

From the processed data, it was found that the value of Adjusted R Square was 0.857, which means that 85.7% of the variation in the financial management behavior variable in the Batak ulos UMKM Based Sturtup actors in Medan City can be explained by the variables of financial knowledge and personality. While 14.3% explained other variables not examined in this study.

In the partial test analysis (t test) it was found that financial knowledge had an effect on financial management behavior in the case study of the Ulos Batak UMKM Based Sturtup in Medan City. This can be seen from the t_count value of 7.567 > t_table of 1.67065 and a significance value of 0.000 <0.05 so that H0 is rejected and H1 is accepted so that financial knowledge partially and significantly influences the financial management behavior of the ulos Batak UMKM Based Sturtup in Medan City. These results are certainly in line with findings (Sari, 2020) which found financial knowledge to have a positive and significant effect on financial management behavior in UMKM Based Sturtup (studies in batik craft centers in Central Java). Furthermore, findings (Thao, 2015) found that financial knowledge has a positive effect on financial management behavior.

In the partial test analysis (t test) it was found that personality has an influence on financial management behavior in the case study of the Ulos Batak UMKM Based Sturtup in Medan City. This can be seen from the t_count value of 2.532 > t table of 1.67065 and a significance value of 0.014 <0.05 so that H0 is rejected and H1 is accepted so that personality is partially influential and significant on financial management behavior in case studies of ulos Batak UMKM Based Sturtup in Medan City.

These results are certainly in line with findings (Salam, 2021) which found that personality has an influence and is significant on financial management behavior in UMKM Based Sturtup in the downstream Poto Moyo Village. Furthermore, the findings (Afdila, 2021) found that personality has a positive effect on financial management behavior in milk-producing UMKM Based Sturtup in Pujon.In the simultaneous test analysis (F test) it was found that financial knowledge and personality simultaneously influence the behavior of financial management in the case study of the Ulos Batak UMKM Based Sturtup in Medan City. This can be seen from the F_count value of 184.350 > F table 2.53 and a significance value of 0.000 <0.05 so that H0 is rejected and H1 is accepted so that it is concluded that financial knowledge and personality simultaneously and significantly influence financial management behavior in case studies of ulos Batak UMKM Based Sturtup in Medan city.

According to the findings in the pre-survey, financial knowledge and personality are important factors in determining the financial management behavior of Ulos Batak UMKM Based Sturtup in Medan City. This is based on the fact that business financial management is determined from the financial knowledge and personality of the Ulos Batak UMKM Based Sturtup in Medan City.

These results are certainly in line with Salam's findings (2021) which found Financial Knowledge, Financial Attitudes, and Personality have a significant effect on financial management behavior in UMKM Based Sturtup in the downstream Poto Moyo Village. Furthermore, findings (Afdilla, 2021) found that Financial Knowledge, Financial Attitudes, and Personality have a positive effect on Financial Management Behavior in Milk Producing UMKM Based Sturtup in Pujon.

Conclusions

Based on the analysis, the researchers drew the following conclusions: 1) Financial knowledge has an influence and significant effect on financial management behavior in Ulos Batak handicraft UMKM Based Sturtup actors in Medan City, 2) Personality has an influence and significant effect on financial management behavior in Ulos Batak handicraft UMKM Based Sturtup actors in Medan City and 3) Financial Knowledge and Personality have significant and significant influence on Financial Management Behavior in UMKM Ulos Batak Handicrafts in Medan City. UMKM Based Sturtup of Batak ulos crafts in Medan City can increase financial knowledge by providing management training to the workforce and using technology in recording income and expenses so that in the financial and accounting aspects the business will run more effectively and efficiently.

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