

STUDENT PERSPECTIVES ON FINANCIAL LITERACY TO SUPPORT ENTREPRENEURIAL CHARACTER

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Abstract

This article explains students' views on financial literacy to support students' entrepreneurial character. The campus environment plays a role in supporting student entrepreneurial activities. The development of the times followed by increasingly rapid technological developments makes the needs increase and then also has an impact on financial conditions. To respond to this from the beginning, students need knowledge about financial literacy. This study uses qualitative research methods based on data it is known that the level of financial literacy of students is at the level of sufficient literate (25%) and less literate (75%). Then the financial literacy aspect of students is quite good in terms of knowledge and savings, but students do not understand the importance of insurance and investment. It is very important to conduct financial literacy education so that students can understand good financial management to support student entrepreneurial potential. It is expected that educators also play a role in developing students' financial literacy so that these students can apply financial literacy well.

Keywords: Entrepreneurship, Entrepreneurial Character, Finance, Financial Literacy, Student Perspective

Introduction

Entrepreneurship is currently an issue of interest to the world community. Entrepreneurship has several social benefits such as strengthening the economy, efforts to increase productivity, the creation of technology, goods and services, and to transform and rejuvenate markets. Trade is an element that can encourage green economic growth, green entrepreneurship policies are suggested to boost development (Dias et al., 2023). The importance of trade in encouraging development is also supported by the existence of the entrepreneurial world because the government's ability to do so is certainly limited, so business activities are also one of the potential developments supports both in quantity and quality. The content of the quantity and quality of entrepreneurship in Indonesia is still relatively less when compared to the total population. Entrepreneurial character is one reflection of the character revolution shown by several traits that lead to independent souls (Insana & Mayndarto, 2017).

The campus environment is one of the institutions that plays a role in supporting entrepreneurial activities so that entrepreneurship can be processed better. Today's entrepreneurship education extends to fields beyond economics and business specialization (Dodescu et al., 2021). Entrepreneurship is becoming the main curriculum in higher education around the world. On many campuses, entrepreneurship education programs have been expanded to include cross-disciplinary courses containing entrepreneurial learning (Farber Canziani & Welsh, 2021). Campus entrepreneurship offers more avenues for universities to build a foundation for long-term success for students (Heaton et al., 2020). Campus entrepreneurship offers more avenues for universities to build a foundation for long-term success for students (Fanea-Ivanovici & Baber, 2022). Entrepreneurship basically does not need to wait for opportunities. Potential opportunities can certainly be turned into real opportunities, for example, all students bring mobile phone, but no one sells credit on campus, these opportunities can be used by students as business opportunities. Opportunities for entrepreneurial students are wide open but still few take advantage of them, because they prefer comfortable situations rather than trying to enter uncertain conditions. For this reason, encouragement and motivation are needed so that students want to try to become entrepreneurs.

Humans are living things that in meeting economic needs must prioritize needs well. Planning is carried out in order to avoid irrational consumption behavior and still pay attention to the financial condition owned so that the income obtained can be greater than expenses. The financial process studies, improves, allocates and uses monetary resources appropriately for individuals, businesses and organizations to calculate risks and carry out the projects implemented. The development of the times followed by increasingly rapid technological developments makes human needs increase then also has an impact on the increasing need for finance. To respond to this, a person needs knowledge of financial literacy. Low levels of financial literacy are a serious problem considering that financial literacy has a positive effect on financial inclusion and behavior (Yushita, 2017).

Financial literacy is knowledge in managing finances. Lack of financial literacy can result in poor financial conditions, and economic activists are in dire need of financial knowledge (Beck & Garris, 2019). For producers, financial literacy is a way to teach finance to consumers, and proper financial literacy will greatly help someone to be more effective in using their money both in a short and long time. Financial literacy supports the enhancement of knowledge, skills, and beliefs that influence the quality of financial

taking and management to achieve prosperity (Fatmawati, 2021). Based on this statement, it can be interpreted that financial literacy really needs to be understood and not only for knowledge, but skills in processing finances by considering certain aspects. Financial literacy is needed by every individual, if someone lacks the ability about financial literacy then it certainly causes problems in his financial management, so if someone already knows a lot about financial literacy, then that person will be able to make plans to evaluate finances well and manage finances which also have an impact on performance and competitiveness (Utama et al., 2020).

Someone who has knowledge of financial literacy certainly benefits in the long run. There are two benefits that will be obtained, namely being able to increase literacy owned from less literate to well literate and can increase the use of financial services or products. Financial literacy can also make a person better at managing his finances and be a good opportunity to get a prosperous life in the future. In addition, financial literacy can also help someone in making decisions to invest or to save, following the development of an all-digital era. Based on the mediation model by Li et al (2020) which found that online shopping, digital payments, online credit acquisition, purchase of financing products on the internet and business insurance, were the main mediating variables influencing household consumption by digital finance.

Increase financial literacy according to financial services authorities (OJK, 2017) The first is well literate, namely having knowledge and confidence about financial service institutions and financial service products, including features, benefits and risks, rights and obligations related to financial products and services, and having skills in using financial products and services. The second level is Sufficient literate, which is having knowledge and beliefs about financial service institutions and financial products and services, including features, benefits and risks, rights and obligations related to financial products and services. The third level is less literate, which is only having knowledge about financial service institutions, financial products and services. The last level is not literate, which is not having knowledge and confidence in financial service institutions and financial products and services, and not having skills in using financial products and services. According to Chen, H., & Volpe (1998), There are four aspects to assessing the level of financial literacy. The four aspects are:

1. General knowledge, namely knowledge about savings and loans.
2. Saving and borrowing, relating to one's savings and credit loans.
3. Insurance, which is a basic understanding of insurance institutions and their products.
4. Investment, which is about knowledge of investment risks, and market interest rates. Usually if someone is brave in this aspect he will learn money management by learning stock investments, mutual funds, and others.

Irrational consumption behavior is very damaging to economic life, for that everyone must be able to manage their financial literacy well. Money is very important for daily needs, so we must use money as well as possible by only using and spending money for something that is really needed. In order to become someone who is an expert in managing finances, it takes an education and financial experience that is in accordance with what is needed. Financial literacy will help a person more effectively and efficiently manage finances. The better a person understands financial literacy, the better his financial management and vice versa, and if someone does not understand financial literacy then his financial management is bad. Financial literacy relates to financial impact and risk tolerance (Hermansson & Jonsson, 2021).

Age is the period of time since a person is born which is measured using units of time. At the age of 13 to 21 years is a person's adolescence, at which time a person begins to find his identity and strive to achieve an ideal lifestyle. At this age, a person is easily influenced by various things around him, both positive and negative. Financial literacy for adolescents is very important because it can shape children's financial behavior and habits when entering adulthood. For this reason, knowledge of financial literacy is needed that will never be separated from individual economic circumstances. Ages 13-21 years old school period includes elementary, junior high, high school and college level. The college environment is one of the times when someone wants to always look stylish with the latest fashion by continuing to follow current trends that make self-students sometimes impose circumstances without paying attention to their finances, of course, it is very sad with this because they do not understand or even know about financial literacy. Less financial iterations can also negatively and significantly affect lifestyle. The thing that needs to be instilled for students is that financial literacy is an essential life skill that needs to be possessed because in carrying out daily life activities from waking up to returning to the bedroom cannot be separated from financial transactions. A person's thoughts about the importance of understanding financial literacy will have an effect on their lifestyle (Maltseva et al., 2022).

This research focuses on student perspectives in understanding financial literacy to support entrepreneurial character. How students are able to organize, manage and also apply financial literacy which is very important in supporting their entrepreneurial potential. Therefore, education about financial literacy is needed from now on to prepare the younger generation to manage finances well in order to be able to create qualified and entrepreneurial humans. After the COVID-19 pandemic, education can be carried out by using e-learning or offline teaching to highlight several problems, challenges and advantages related to education (Maatuk et al., 2022). In addition, confidence and determination of thinking about the success / success of a business unit that is built will provide direction to accompany the successful journey of students in the future.

To support entrepreneurial confidence when starting a business, especially when compiling business concepts and business planning, of course, financial literacy is used and deepening of products/ services that have really been analyzed and careful calculations have been made to reduce risks that can affect the operational process of the business undertaken.

The Entrepreneurship Study Program at the Faculty of Economics and Business is Jambi University is a Study Program that will produce graduates who are able and understand and apply entrepreneurship science with good business ethics with agropreneurship, sociopreneurship, and islamicpreneurship competencies. Graduates of the Entrepreneurship Study Program Faculty of Economics and Business is Jambi University can play a role in the fields of agropreneur, sociopreneur, entrepreneur consultant, islamicpreneur, and independent entrepreneur. To support the entrepreneurial character, of course good financial literacy is needed in students, because it is hoped that the Entrepreneurship Study Program can make a good contribution to society. Based on the description and explanation in the introduction, the researcher is interested in conducting student perspective research with case studies of students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University on financial literacy to support entrepreneurial character. Then the main issue that will be raised is what is the level of financial literacy of students? then what are the aspects of student financial literacy? and how do students manage their finances to support entrepreneurial character?

Methods

This research uses qualitative research methods where qualitative research is one of the research methods used to uncover problems in real life. The qualitative approach used to examine objects naturally aims to explain a phenomenon through detailed data collection. Qualitative data are very interesting and are a source of extensive and well-founded descriptions. Qualitative data contains explanations of processes that occur in the local context and can follow, understand the chronological flow of events, assess causation in its scope, local sources, and get many explanations and useful (Harahap, 2021). In this study the location chosen to conduct research activities is the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University, located on Jalan Jambi muaro bulian, KM. 15, Mendalo Darat, Jambi Luar Kota District, Muaro Jambi Regency, Jambi.

Population is an object that has certain characteristics and criteria that have been set by researchers to be studied and conclusions drawn. In this qualitative research, the population is 54 new students in the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University. Then the sampel taken are students who are considered appropriate as sources that can provide information, both in the form of things, events, humans and situations observed. The number of samples or informants in this study is 4 (four) students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University. In the nature of qualitative research does not depend on the number of samples but on the amount of information obtained. Samples in qualitative research tend to use smaller numbers of people (Thalib, 2022). Purposive selection of informants is on the basis of what is known about the variations that suit the research needs. If a study no longer has information needed (the data obtained is considered sufficient) then the researcher no longer needs to continue by looking for other information or informants.

Data Collection Techniques

In qualitative research, research depends on the quality and completeness of the data produced. Questions that are always considered in data collection are what, who, where, when, and how. Qualitative research relies on a combination of data generated from interview methods, participation to observation, and review of organizational records (Moleong, 2020). In this study using data collection with a structured interview method directly to informants with prepared question guidelines. The collection of such data leads to a systematic mindset towards something to determine the part between the relationship with the whole. The question guidelines contain several questions that aim to make the interview in accordance with the purpose of the research, and do not rule out the possibility that these questions can develop during the interview. Starting from observation, interview then documentation. The implementation of this data collection also involves various other supporting activities, such as the selection of informants, recording data / information on the results of data collection.

Data Analysis Techniques

Data analysis is the process of searching and compiling data obtained from the results of data collection with interviews, notes and other materials needed so that it is easily understood to be informed to others. Data analysis in this study was carried out in conjunction with the data collection process. Qualitative data analysis is an effort made by working with data, organizing data, selecting data then making manageable data units, then determining what is important and what is learned, and deciding what can be told to others. In this study has stages of data analysis, namely data collection when researchers are in the field, data education summarizes all the data that has been obtained, then presentation and conclusion drawing is the final step of the research conducted. The conclusion is the final result based on the previously explained description of a

piece of writing (Kemdikbud, 2021). The conclusion provides a clear and specific picture in the form of whether with financial literacy, students can manage, manage and implement their finances properly.

Result and Discussion

The implementation of financial literacy in students must be applied so that students can distinguish between needs and wants from the beginning. Students must understand financial literacy so that they can manage their finances well and wisely. The results of research that have been conducted by researchers found that the financial literacy of students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University came from parents Based on the results of interviews with informants / resource persons, the level of student financial literacy can be seen in the following figure:

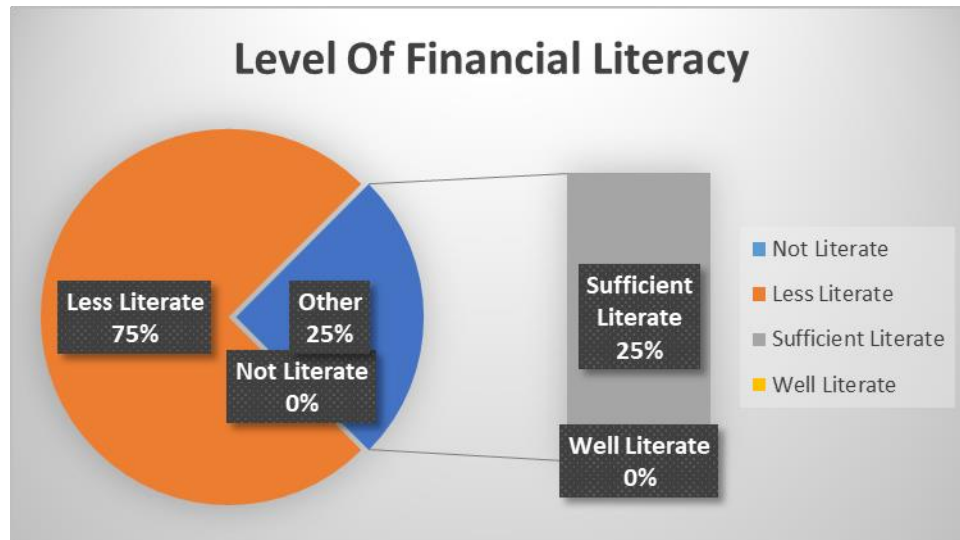


Figure 1. Financial Literacy Level of Students of Entrepreneurship Study Program, Faculty of Economics and Business UNJA

Information: Well Literate (0%), Sufficient Literate (25%), Less Literate (75%), Not Literate (0%). Based on figure 1. It is known that the level of financial literacy of students of the Entrepreneurship Study Program, Faculty of Economics and Business, University of Jambi is at the level of Well Literate (0%), Sufficient Literate (25%), Less Literate (75%) where at this level students know financial literacy and financial service products but not all students use and apply them well. For the Not Literate category (0%) where there are no students who do not know about financial literacy at all. A simple way for students of the Entrepreneurship Study Program, Faculty of Economics and Business, University of Jambi to minimize consumptive behavior, one of which is by limiting expenses. They tend to prioritize what they need, not what they want. All of this is in accordance with the application of good and correct financial management. The knowledge of students of the Entrepreneurship Study Program, Faculty of Economics and Business, University of Jambi towards financial literacy is quite good. For that, financial literacy knowledge is very necessary to train student show to manage finances well. With the more secure and technological development, it is hoped that students can know and maximize opportunities who are in managing finances. Students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University still pay attention to their financial condition before deciding to buy something, and if they don't have money, they don't buy by debt or borrowing. They buy what they only need. If students want something but it is not too important, then they choose not to spend the money they have and prefer to save the money so that their needs can be met well enough.

Each individual has their own way to manage their finances, one of which is by saving according to what a small number of students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University did. Although most of these students do not have savings at official depository institutions, in saving money Students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University have various ways, some saving at home, and some are just stored in a certain place for preparation if at any time they need money. Gen Y and Gen Z have several abilities and styles, where they compare their communication styles with their peers (RASLIE & TING, 2021). The current steering in generation Z or as many students as students is currently viral about online loans, but none of these students have used the pay later because they also do not understand credit management. They know the meaning of financial literacy even though most have not done or used various financial products and services. They have visited banks or made transactions at banks even if only to pay for tuition. By recording all expenses and limiting expenses, a person can easily find out the expenses that are done well and can avoid excessive consumptive behavior. Therefore, it is important for someone to have a personal financial notebook which in the financial record book, can be

clearly written every expense and income made by someone in managing personal finances every day, every month or even every year. The current condition of students knows that if they have more money, it will be saved and saved. Student has done one of the basics of financial literacy and entrepreneurial character, namely getting used from an early age to be independent and saving.

Based on this research, it shows that students have a desire for entrepreneurship, but these students do not really understand the importance of insurance and risk protection. Students do not understand the purpose and benefits of insurance. Insurance will basically provide protection when users experience risks in the future. The protection obtained depends on the type of insurance chosen. If you choose health insurance, you will get health protection and treatment. Because they do not have a fixed income, these students also do not know the basics of investment, but some students also learn entrepreneurship to earn income. These entrepreneurial activities are carried out and utilized properly to increase their financial income. Everyone must have good financial literacy knowledge to support a better life, especially when it comes to entrepreneurial character.

Financial literacy knowledge is one of the main things that everyone must have even from school age so that in the future they can become someone who can manage money as capital to support entrepreneurship. It is undeniable that the student period is a very unstable period, those who enter that age are in a period of self-discovery so it does not rule out the possibility that the expenses made can exceed the limit. High financial pressure can make relationships between students difficult (Moore et al., 2021). Being an entrepreneur is the right choice for the current generation, because with entrepreneurship, students will have a clearer independent life and livelihood and make them more confident in their own business. Pride in a commitment to having a business will also provide self-reinforcement and excellence in applying all one's abilities and creative ideas contained in the business concept have indeed become his icon. Likewise, the type of business to be chosen, of course, gives color and self-image if lived with your own passion, so that students will love work more as business actors with their own comfort. To become a good entrepreneur, of course, knowledge of good financial literacy is needed. Entrepreneurial is a learning and a place to continue to update knowledge about financial literacy, skills and the latest innovations that continue to be developed in the business undertaken. Students continue to learn to gain new knowledge in enriching their knowledge, so that students will always be at the forefront of information and business development strategies that must continue to be carried out. In line with research Damayanti et al (2020) that increasing financial literacy among students requires synergy from various parties to make it happen.

Conclusion

From the discussion above, it is known that the level of knowledge about financial literacy of students of the Entrepreneurship Study Program, Faculty of Economics and Business, University of Jambi is at the level of well literate (0%), sufficient literate (25%), less literate (75%) Where at this level students only know about financial literacy and financial service products, but not all students use and apply them. For categories not literate (0%) which shows that there is no student who is completely ignorant of financial literacy. It can be concluded that students' knowledge about the level of financial literacy is still a lot in less literate positions, for that financial literacy education is needed in order to help students understand financial literacy and be able to skillfully use various existing financial products and services well.

In the aspect of financial literacy, it shows that students of the Entrepreneurship Study Program, Faculty of Economics and Business, Jambi University have good financial knowledge, they know which needs are important and can respond to their personal finances by saving money, some even save and always prioritize needs compared to their wants. A simple way for students of the Entrepreneurship Study Program, Faculty of Economics and Business, University of Jambi to minimize consumptive behavior, one of which is by limiting expenses. The insurance and investment aspects are not well understood by students, because currently they also do not have income even though a small number of students are already entrepreneurs.

It is very important to introduce financial literacy by holding education on campus so that students can become productive human beings, especially in terms of financial management to support the entrepreneurial character of students. It is expected that educators play a role in introducing the importance of financial literacy knowledge to students so that these students can apply financial literacy starting from knowledge, goals, benefits, risks, rights and obligations as well as financial products and services that exist from the beginning so that students able to carry out financial knowledge properly and correctly and has the potential to support the entrepreneurial character of students. Every time, even every second there is always a change that affects the business. Students must always be aware of some changes in the environment and market trends that exist in society so that they continue to adapt to various changes that occur.

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