

ABSTRACT

This research is motivated by the behavior of financial management which is considered as one of the important concepts in financial science such as allocating acquisition and utilization of financial resources. Therefore, this research was conducted to determine the influence of financial knowledge, financial attitudes, and personality on financial management behaviors on building materials of MSME in Tasikmalaya City.

This research design is included in the associative causality research. The subjects used were 75 building materials MSME players. The data collection technique used is primary, data is obtained directly from the respondent. And the instrument used was a questionnaire. The data analysis technique used is Multiple Linear Regression which is processed using software SPSS. The results showed that financial knowledge, financial attitudes, and personality partially and simultaneously had a significant effect on financial management behavior

Keywords: *Financial Knowledge, Financial Attitudes, Personality, Financial Management Behavior.*