

ABSTRACT

West Java Province has a population of 48,725,139 million people with a productive age population of 30,307,403 million. Productive age is the age when a person is still able to work and produce something. Productive age greatly affects economic development and growth because it excels in the level of thinking, intelligence and creativity. The challenges faced by the productive age population arise due to poor financial habits such as rarely saving and being consumptive. In financial management, everyone is said to have achieved financial goals if they have achieved financial satisfaction.

This study aims to determine the effect of financial attitude, financial behavior, financial knowledge, and financial socialization on financial satisfaction. The sampling technique used is simple random sampling method so that a sample of 400 people is obtained. The method of data collection was carried out with a questionnaire instrument. The data processing technique in this study used multiple linear regression analysis.

Based on the results of multiple linear regression analysis, financial behavior variables have a significant influence on financial satisfaction, financial attitude, financial knowledge and financial socialization have no significant effect on financial satisfaction and simultaneously there is a significant influence between financial attitude, financial behavior, financial knowledge, and financial socialization on financial satisfaction.

Keywords: *financial attitude, financial behavior, financial knowledge, financial satisfaction. financial satisfaction, productive age*