

ABSTRACT

. The development of financial technology (fintech) in Indonesia has encouraged the use of digital wallets as a means of cashless transactions, one of which is ShopeePay. Students, as the productive generation, are active users of this service; however, low levels of financial literacy are still observed, which may influence digital financial behavior. Financial literacy is believed to play a crucial role in enhancing financial inclusion through better understanding and management of finances. Additionally, financial self-efficacy—the confidence in managing finances—is suspected to mediate the relationship between financial literacy and financial inclusion.

This study aims to determine the influence of financial literacy on financial inclusion with financial self-efficacy as a mediating variable among 2021 Accounting students who use ShopeePay at Telkom University. This study also aims to analyze the financial literacy, financial inclusion, and financial self-efficacy of the respondents. This study is expected to contribute theoretically to the development of financial management science and provide practical benefits for relevant parties in designing digital financial education strategies.

This study uses a quantitative approach with a survey method. Data were collected through a questionnaire using purposive sampling from 186 respondents who were active ShopeePay users among the 2021 Accounting students. Data testing was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) using SmartPLS software. Validity, reliability, outer model, inner model, and hypothesis testing were used to analyze the direct and indirect effects between variables.

The results of the study indicate that financial literacy has a significant effect on financial inclusion and financial self-efficacy. Financial self-efficacy also has a significant effect on financial inclusion and is proven to mediate the effect of financial literacy on financial inclusion. This proves that the better the financial literacy of students, the higher the level of financial inclusion achieved, with financial self-efficacy as the bridge that strengthens this relationship.

This study recommends that ShopeePay users improve their understanding of financial literacy to be more prudent in transactions, ShopeePay can design relevant digital financial education strategies, and financial institutions can develop financial literacy programs and strengthen financial self-efficacy for the public to promote financial inclusion.

Keywords: *Financial Literacy, Financial Self-Efficacy, Financial Inclusion, ShopeePay, Students*