

ABSTRACT

Financial well-being can be achieved by various factors, one of which is by having a good level of financial literacy and efficient financial behavior, but the data shows that there are still many people who have low financial knowledge and understanding and there are some unwise financial behaviors.

This study aims to determine the effect of financial literacy on financial well-being by using indirect factors, namely financial behavior. In addition, this study uses the moderating variable of gender on the relationship between financial behavior and financial well-being. This research was conducted on productive age group or aged 15 to 64 years in Bandung City.

The research methodology used is a quantitative approach by distributing questionnaires to 400 respondents and then processed using SEM-PLS (Partial Last Square) analysis which includes testing the outer and inner models and hypothesis testing. In addition, to see the influence of gender respondents, the multi group analysis (MGA) method was used.

The findings in the study found that financial literacy has a positive and significant effect on financial behavior, financial behavior has a positive and significant effect on financial well-being, financial literacy has a positive and significant effect on financial well-being, and financial behavior has a positive and significant effect in mediating the relationship between financial literacy and financial well-being. In addition, on the gender variable, it was found that the effect of financial behavior on financial well-being varies according to the gender of the respondents, with a significant effect on female respondents and insignificant on male respondents. This study concludes that gender moderation has an impact on the financial well-being of productive-age people in Bandung City.

Therefore, it is important to train financial literacy in order to increase awareness and understanding related to finance, because it will have an impact on financial behavior and financial well-being of the community. Then, suggestions for future research are to add other factors that can affect financial well-being, such as financial stress variables and it is recommended to add demographic factors, such as income level and age.

Keywords: *financial well-being, financial literacy, financial behavior, gender, productive age Bandung City*