INFLUENCE OF FINANCIAL LITERACY AND INCOME LEVEL IN SAVING INTEREST FROM CUSTOMERS OF PT. NATIONAL PERMODALAN MADANI PNM MEKAR DUSUN CUNGKAL DESA SUMBERPETUNG -KALIPARE

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ABSTRACT

This research aims to analyze financial literacy and income level on saving interest of PNM Mekar customers in Dusun Cungkal Desa Sumbepetung-Kalipare. To achieve this goal, this research uses descriptive quantitative methods. Data were collected using a questionnaire distributed to 83 respondents. Data analysis uses multiple linear regression analysis techniques. The results of this research have a good impact when PNM Mekar customers have a level of financial literacy, it will have a good influence on interest in saving, income level has a significant and positive effect on interest in saving, so the higher the level of income PNM customers have, the more influence they will have on interest in saving, financial literacy and income level influence interest in saving simultaneously.

Keywords: Financial Literacy, Income Level, Saving Interest
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INTRODUCTION

Economic growth is closely related to the level of people's welfare. A country's economy can be said to be growing if the economic activities of its people have a direct impact on the increase in goods or services. A low per capita income in a country can be ensured by the mechanism economy   public on   Country This has decreased and conversely, if the per capita income of a country is high, it is certain that the economic mechanism of society will increase (Lusiana, 2020).

Awareness of saving among Indonesian people which is developing countries are still considered low. Some people think that saving is only done when there is excess money after all needs have been met. However, basically the concept of saving has been around for a long time, whether by saving at home or saving at the bank. The purpose of saving is to save money and manage finances well and can be useful for the future. According to most individuals, saving is done when there is excess income after all needs are met. However, there are also individuals who think that saving is an activity that must be carried out as a precaution if there is an unthinkable emergency in the future (Lusiana, 2020).

This is proven by the level of borrowing of the Indonesian people which is still higher than saving. The Financial Services Authority (OJK) reports that the level of people's credit from 2021 will increase in 2022 in the picture described in 2021 reported in December that public interest in credit reached IDR. 116,580 billion in 2022 for the February period, this will increase to Rp. 119,295 billion. So it can be seen that the composition of consumer credit is greater than the investment made by the Indonesian people.

Indonesian people do not fully understand the use of saving because they still have the opinion that saving is an activity that does not have to be done and can be done when they have more money, this is a wrong mindset. Savings can be broadly defined to equal an increase in an individual's net worth, because saving is also the same as income (Afrizal, 2020).

The Financial Services Authority has conducted a national survey of financial literacy and inclusion in 2022 regarding this need educating the public about the importance of financial literacy. The 2022 SNLIK results show that the financial literacy index of the Indonesian people is 49.69 percent, an increase compared to 2019 which was only 38.03 percent. Meanwhile, on the gender side, for the first time the financial literacy index for women was higher, namely 50.33 percent compared to men's 49.05 percent. Meanwhile, the financial literacy and inclusion index for urban areas is 50.52 percent and 86.73 percent respectively, higher than rural areas, namely 48.43 percent and 82.69 percent. However, the financial literacy index gap is getting

smaller from 6.88 percent in 2019 to 2.10 percent in 2022, while the financial inclusion index gap is also getting smaller from 15.11 percent in 2019 to 4.04 percent in 2022.

Based on Presidential Regulation Number 82 of 2016 concerning the National Strategy for Inclusive Finance, it is a condition where every member of society has access to various financial services that are quality, timely, smooth and safe at affordable costs according to their individual needs and abilities, including the community or PNM Mekar customers who must have financial access and can be prioritized according to conditions can be said to be sufficient because financial access, financial products and services can be accessed easily while in the financial literacy category there needs to be improvement or knowledge among the public because there is still a fairly high gap in village level.

The Financial Services Authority has reminded the financial literacy of the Indonesian people as stated in the 2023 Financial Literacy Strategic Direction is to build financial literacy in rural communities through strategic alliances with Ministries/Institutions

related parties, Village Officials and PKKD Activators, and KKN Students. Based on the background description above, the level of financial literacy among PNM Mekar customers is the majority of the community Desa Sumberpetung provide capital to PT. PNM Mekar to carry out the business that was created source income and financial management. Based on the research gap above, research is needed which study influence financial literacy and income level on the interest in saving of PNM Mekar customers in Desa Sumberpetung.

METHOD STUDY

The approach used in this research is a quantitative approach. The sampling technique uses saturated sampling, which is a sampling technique when all members of the population are used as samples. The variables used in this research are two independent variables, namely (X1) Financial Literacy (X2) Income Level and the dependent variable Saving Interest (Y). Population in this research are all over customers PNM Mekar who are in Dusun Cungkal, Desa Sumberpetung , totaling 83 people. This study use technique collection data form technique documentation and questionnaires containing a set of questions filled in by respondents using a likert scale. Data analysis techniques in research use multiple linear regression analysis, which is used to find out influence knowledge about financial literacy dan level income on the interest in saving of PNM Mekar customers.

RESEARCH RESULTS AND DISCUSSION

The analysis in this study uses multiple linear regression analysis to determine whether or not there is an influence between two independent variables, namely financial literacy (X1) and income level (X2) on the interest in saving of PNM Mekar customers desa Sumberpetung (Y). The results of multiple linear tests can be seen in the following table:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	Tolerance	VIF
		B	St. Error	Beta		
1	(Constant)	6,539	7,074			
	financial literacy	0.994	0.149	0.578	0.999	1,001
	Income Level	0.133	0.207	0.059	0.999	1,001

a.   Dependent Variable: Interest_Saving

In the table above, it can be seen that the linear regression equation model is as follows: The constant value is 6,539, indicating that the independent variables, namely financial literacy and income level, are constant and have not changed (equal to 0), so the constant will remain at 6,539. The literacy regression coefficient value financial literacy is 0.944, indicating that if financial literacy increases by 100%, the financial literacy constant will increase people's interest in saving by 99.4%. The income level regression coefficient value is 0.133, indicating that if the income level increases by 100%, it will increase the level constant. income to people's interest in saving is 13.3%. t Test (Partial) The t test is carried out to test whether the variable (X) partially or individually has a significant relationship or not with the dependent variable (Y). In the t test (partial), the formula explained is to reject H0 if the probability value is <significant level of 0.05 (sig <α 0.05), meaning there is a significant relationship between the independent variable (X) and the dependent variable (Y). Reject H0 if the probability > significant level is 0.05, meaning there is no relationship between the independent variable (X) and the dependent variable (Y).

H1: Financial literacy has a significant positive effect on the interest in saving of PNM Mekar customers in Desa Sumberpetung .

H2: Income level has a significant positive effect on the interest in saving of PNM Mekar

customers in Desa Sumberpetung .

H3: Financial Literacy and income level have a significant positive effect on the interest in saving of PNM Mekar customers in Desa Sumberpetung.

As for the t table in this study, because the number of respondents was 83, it is known that the t table value is 1,990. In the table above it can be explained that the calculated t value of the Financial Literacy variable is 6,262, meaning 6,262 is greater than 1,989 (6,262 > 1,990) and if seen from If the significance value is significant, the Financial Literacy sig value is at 0.000, meaning (0.000 < 0.05) with the final conclusion that H1 is accepted and H0 is rejected with the explanation that financial literacy has a significant positive effect on interest in saving. The test results for the income level variable are known to have a t value of 4,951, while the t table value is 1,990, meaning that the calculated t is greater than the t table (4,951 > 1,990) and the sig value. which is at 0.000 with the meaning (0.000 < 0.05), f Test (Simultaneous).

In testing financial literacy and income level simultaneously on interest in saving, in this case the f test is used. The hypotheses tested in this f test are:

H3: Financial literacy and income level have a significant positive effect on the interest in saving of PNM Mekar Desa Sumberpetung customers.

CONCLUSION

H1 is accepted and H0 is rejected with the explanation that financial literacy has a significant positive effect on interest in saving because based on the results of respondents' statements with the highest average answers of strongly agree and agree respectively, the existence of a significant and positive influence on this is supported by the statement of PNM Mekar customers. 69 customers have loans from either banks or cooperatives. This has a positive impact on interest in saving because on the other hand, borrowing requires customers to carry out the process of saving (saving money), this will continue This happened because 64 customers gave a statement that they strongly agreed with the statement that requires customers to always make a loan again when the previous loan has been paid off. This is the aim of PNM Mekar and customers who join both savings activities will continue to be carried out, in this case customers will be more careful when managing finances, especially as expenses, that is, when you want to buy an item, always compare the prices before buying. This is supported by the number of 50 customers who said they strongly agreed. With financial literacy, it is hoped that PNM Mekar customers will be able to organize and manage their finances well so that they

can minimize the occurrence of excessive debt and other bad things related to financial literacy. Financial literacy is an important thing to base a person's life, especially women, to manage finances in the family. A good management in managing finances, good output will also be produced and avoided from problem- problems that can involve both debt and other losses, finances will be more controlled and it will be easier to know when it is time to spend or use finance well, correctly and wisely. Caesar (2022) explain that Financial Literacy will occur if a person or group is able to utilize existing resources for reach objective. The more increasing something knowledge someone good quality service finances will contribute to growth economy And development of a country. H2 is accepted and H0 is rejected with the explanation that income level has a significant positive effect on interest in saving because based on the results of respondents' statements with the highest average of answers strongly agree and agree there is a significant and positive influence on this matter- Customer PNM Mekar as much 52 customers with statement get monthly income from a husband with mark minimum IDR 2,000,000 with the statements given reinforced by statements from 50 customers who gave statements agreeing with the expectations achieved and categorized Already fulfil And In this case, the level of income has a positive effect because having income that is in line with expectations that can meet needs will also increase customers' interest in saving. Level income somebody will influential with interest or a person's decision to save because people will not know that when the income earned is at a high level or nominal level, they can set aside money for other things expected or Which Already plan it at a later date so you can become guarantee life someone and feel more secure because they have savings and income that suits the job.

H3 is accepted and H0 is rejected with the interpretation that there is an influence between the variables financial literacy (X1) and income level (X2) which together have a positive and significant effect on interest in saving (Y) because based on the results of the statement, the respondent with the highest average value is The answers strongly agree and agree that there is a significant and positive influence between variables X1 and money regularly to achieve this goal. This statement provides a positive answer and influence on variable Y, namely interest in saving.This is in accordance with the situation of PNM Mekar customers according to the conditions seen by the customer when they want to borrow You are required to save first so that this provides something that becomes a habit/culture that is attached and ingrained in the customer's personality, and indirectly the interest in saving will be ingrained and become something that will never be far away from the customer.

A person's interest in saving needs to have its own understanding and knowledge so that it can be implemented well and also control finances well so that it will have a positive impact on a person's life or economy.

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