

## ABSTRACT

*The purpose of this study is to examine the influence of Financial Knowledge, Financial Attitude and Parental Income toward Financial Management Behavior on college students in Palembang. The population in this study is all of the college students that still active on lectures in Palembang, then the sample is economics college students that still active from Musi Charitas Catholic University, STIE MDP, Sriwijaya University, UIN Raden Fatah University, Tridinanti University, Muhammadiyah University, Bina Dharma University, PGRI University, Kader Bangsa University, and Iba University with 130 respondents. The data analysis is multiple regression analysis to know the effect of Financial Knowledge, Financial Attitude and Parental Income toward Financial Management Behavior. This study also uses MSI (Method of Succession Interval) to transform ordinal scale to interval scale on Parental Income. The result showed that Financial Attitude have significant affect toward Financial Management Behavior, then Financial Knowledge and Parental Income does not affect.*

*Keywords: financial knowledge, financial attitude, parental income, financial management behavior*