

ABSTRACT

This study aims to comparing financial literacy level among college students viewed from their demographic factors, that is majors and gender. This study also comparing financial socialization agent influence of student's financial literacy, there are parents, siblings, uncle or cousin, peer group and media. There 100 participant students from Universitas Katolik Musi Charitas. Using Independen t test and One Way ANOVA revealed that participant from business and finance major and male are in high level of financial literacy, and parents influence are dominant.

Keywords: financial literacy, academic major, gender, financial socialization agent.