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Understanding Financial Behavior among Millenials in Dumai City: The Role of Digital Payments, Financial Literacy, and Self-Control

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Abstract

Research aims:
The development of digital financial technology has driven changes in people's behavior in conducting financial transactions, particularly through the use of digital payments. Millennials, as the group most adaptable to digital technology, are the primary users of cashless payment services. This study aims to analyze the influence of digital payment usage, financial literacy, and self-control on the financial behavior of millennials in Dumai City.

Design/Methodology/Approach:
This study uses a quantitative approach with a survey method. The sample size in this study was 216 respondents selected using purposive sampling, with the criteria being millennials who actively use digital payment services. The research data was analyzed using SPSS Ver 25 through descriptive statistical analysis, classical assumption testing, and multiple linear regression analysis.

Research findings:
The results show that the use of digital payments, financial literacy, and self-control have a positive and significant effect on the

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financial behavior of millennials. Simultaneously, these three independent variables explain 65.0% of the variation in financial behavior, while the rest is influenced by other factors outside the research model. These findings indicate that financial behavior is influenced by a combination of technological factors, financial knowledge, and individual psychological aspects.

Theoretical Contribution/Originality:
The theoretical contribution of this study lies in strengthening behavioral finance studies by integrating the factors of digital financial technology, financial literacy, and self-control into a single analysis model. This study makes a new contribution by testing these three variables simultaneously in the context of the millennial generation at the regional level, which is still relatively limited in the literature on finance and consumer behavior.

Practical/Policy/Social Implications:
The findings of this study indicate that improving the financial behavior of the millennial generation depends not only on the adoption of digital payment technology but also on the level of financial literacy and self-control. Therefore, local governments, financial institutions, and digital payment service providers need to design financial literacy education programs, encourage the wise use of digital payments, and strengthen awareness of self-control in transactions in the digital era.

Research Limitations/Implications:
This study has limitations in terms of its scope, which focuses only on the city of Dumai, and its use of limited variables, namely digital payment, financial literacy, and self-control. Future studies are recommended to expand the scope of research, increase the number of respondents, and include other variables such as income, lifestyle, and social environment in order to gain a more comprehensive understanding of financial behavior.

Keywords: *Digital Payment, Financial Literacy, Self-Control, Financial Behavior, Millennials*

INTRODUCTION

The development of digital financial technology has significantly changed the community's payment system. Non-cash payment innovations such as digital payments, which include digital wallets (e-wallets), QRIS, and mobile-based payment applications, are increasingly being used because they offer convenience, speed, and efficiency in transactions. This change has encouraged a shift in people's behavior from cash-based transactions to digital payment systems (Yoo & Kim, 2016).

Millennials are the age group that has been quickest to adopt digital technology, including digital payment services. The characteristics of millennials, who are accustomed to technology and have high mobility, make digital payments their primary means of transaction in their daily financial activities. In Dumai City, as a developing city with increasing trade and service activities, the use of digital payments is increasingly widespread among millennials,

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both for daily consumption transactions and service payments. However, the high level of digital payment usage is not necessarily accompanied by healthy and planned financial behavior.

The problem that arises is that the ease of transactions offered by digital payments has the potential to encourage consumptive behavior and impulsive spending, especially when individuals do not have adequate financial planning and control. Previous studies have shown that the use of digital payments can increase consumptive tendencies if not balanced with good financial management (Rachmawati & Nuryana, 2020). This phenomenon is important to study among millennials, given that this group is at a stage of life that demands financial stability and independence.

On the other hand, financial literacy remains a problem faced by some people. Low financial literacy can cause individuals to be less able to understand the risks and consequences of financial decisions, including those related to the use of digital payments. Individuals with good financial literacy tend to have more rational and responsible financial behavior (Lusardi & Mitchell, 2014; Putri & Rahyuda, 2017). However, differences in financial literacy levels among the millennial generation in Dumai City are thought to influence how they utilize digital payment services.

In addition to financial literacy, self-control is also a crucial factor in shaping financial behavior. Self-control relates to an individual's ability to resist the urge to consume and control unplanned spending. The ease and speed of digital transactions can weaken self-control if not accompanied by adequate financial awareness. Individuals with good self-control tend to be able to manage their finances in a more planned and sustainable manner (Tangney et al., 2004).

Although much research has been conducted on financial behavior, most studies still examine the influence of financial technology use, financial literacy, or self-control separately. Research that simultaneously tests these three variables on the financial behavior of millennials, especially in regional contexts such as Dumai City, is still relatively limited. In fact, regional social and economic conditions can give rise to financial behavior characteristics that differ from those in large urban areas.

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Therefore, there is a need for research that specifically analyzes the influence of digital payment usage, financial literacy, and self-control on the financial behavior of millennials in Dumai City.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Financial Behavior

Financial behavior describes how individuals manage their financial resources in their daily lives, including planning, managing expenses, saving, and making financial decisions. Good financial behavior is demonstrated through an individual's ability to manage their finances wisely, avoid unnecessary expenses, and have both short-term and long-term financial plans. Dew and Xiao (2011) state that financial behavior reflects the actual actions of individuals in managing their finances based on their knowledge, attitudes, and psychological conditions. For millennials, financial behavior is an important aspect because this group is at a stage in life that demands independence and financial stability. The development of digital financial technology has also influenced the financial behavior patterns of millennials, particularly in the use of non-cash payment systems.

Digital Payment

Digital payment is a cashless payment system that utilizes digital technology, such as digital wallets (e-wallets), QRIS, and mobile-based payment applications. The presence of digital payment makes it easier for people to conduct financial transactions without having to use cash. This convenience not only speeds up the transaction process, but also allows individuals to make payments anytime and anywhere. In the context of modern life, digital payments are a practical solution for millennials who are highly mobile and have busy schedules.

The use of digital payments can have a positive impact on individual financial behavior when used wisely. Digital payments allow individuals to automatically record their transaction history, making it easier to monitor expenses and manage finances in a more planned manner. In addition, digital payments can also increase efficiency in financial management by

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reducing the need to carry cash and minimizing the risk of physically losing money. Thus, the use of digital payments has the potential to support more organized and efficient financial behavior.

However, on the other hand, the ease and speed of transactions offered by digital payments also have potential risks. Transactions that can be made with just a few taps on a digital device can reduce rational consideration in making financial decisions. Individuals tend to make spontaneous purchases more easily without careful planning, especially when encouraged by various promotions such as discounts, cashback, and price reductions that are often offered by digital payment service providers. This condition can encourage an increase in the frequency of transactions and uncontrolled spending.

Rachmawati and Nuryana (2020) state that the ease of digital payments can increase consumptive tendencies and encourage impulsive buying behavior. This indicates that the use of digital payments does not always have a positive impact on financial behavior, especially if individuals do not have adequate financial planning and control. Therefore, the role of digital payments in financial behavior is two-sided: it can either help with financial management or increase the risk of consumptive behavior.

Among millennials, the use of digital payments has become increasingly intensive because this group is very familiar with digital technology. In Dumai City, millennials widely use digital payments for various needs, ranging from daily consumption transactions and service payments to online purchases. The high intensity of use shows that digital payments play an important role in shaping the financial behavior patterns of millennials. Therefore, it is important to examine the extent to which the use of digital payments affects the financial behavior of millennials, especially in the regional context.

Based on this description, it can be concluded that the use of digital payments has the potential to influence the financial behavior of millennials. This influence can be positive or negative, depending on the intensity of use and the individual's ability to manage their finances. Therefore, the research hypothesis is formulated as follows:

H1: The use of digital payments influences the financial behavior of millennials.

Financial Literacy

Financial literacy is an individual's level of understanding of financial concepts and management, including income management, expenses, savings, and financial planning. Individuals with good financial literacy tend to be able to make more rational and responsible financial decisions, enabling them to manage their finances in a more planned manner.

Lusardi and Mitchell (2014) state that financial literacy plays an important role in helping individuals understand the risks and consequences of every financial decision they make. Individuals with good financial literacy tend to be better able to prioritize their finances, distinguish between needs and wants, and avoid unnecessary expenses. Research by Putri and Rahyuda (2017) also shows that financial literacy has a significant effect on individual financial behavior.

In the context of the millennial generation, financial literacy is becoming increasingly important due to the many choices of digital financial products and services available. Without adequate financial understanding, easy access to financial services can actually increase the risk of ineffective financial management. Therefore, financial literacy is seen as an important factor that influences the financial behavior of the millennial generation.

Based on this explanation, the hypothesis proposed is:

H2: Financial literacy has a positive effect on the financial behavior of the millennial generation.

Self-Control

Self-control is an individual's ability to control their impulses and desires, particularly in terms of consumption and spending. Self-control helps individuals resist the urge to make unplanned purchases and encourages them to make wiser financial decisions. Tangney et al. (2004) state that individuals with good self-control tend to have more planned and disciplined behavior, including in financial management. Individuals who are able to control themselves will consider long-term needs rather than immediate gratification. This contributes to healthier and more sustainable financial behavior.

In the context of digital payment usage, self-control becomes increasingly important because the ease and speed of transactions can encourage impulsive purchases. Without adequate self-control, individuals tend to spend excessively. Therefore, self-control is seen as

a factor that influences the financial behavior of millennials. Based on the above description, the hypothesis proposed is:

H3: Self-control has a positive effect on the financial behavior of millennials.

Based on the discussion in the literature review, the proposed research model can be seen in Figure 1.

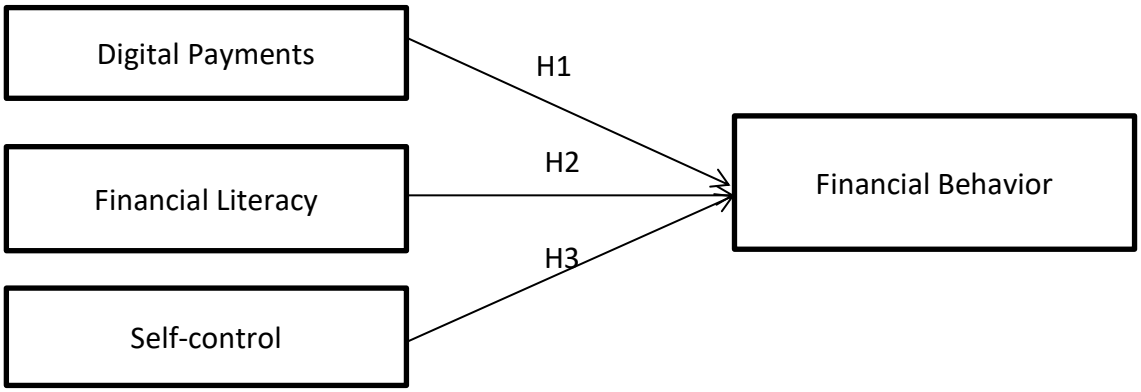

Figure 1. Conceptual Framework

METHOD

This study uses a quantitative approach with a survey method. The data used in this study is primary data obtained by distributing questionnaires to millennials residing in Dumai City who use digital payment services in their daily financial activities. The questionnaires were distributed online via Google Forms, which were disseminated using WhatsApp and other social media applications.

The population in this study was all millennials in Dumai City. Based on data from the Central Statistics Agency (BPS) of Dumai City in 2024, the population by age group shows that the total population aged 25–44 years (the age group that best represents millennials) is around 111.660 people.The sampling technique used was purposive sampling, with the criteria for respondents being millennials who actively use digital payments. The number of respondents successfully collected and analyzed in this study was 216, which was considered sufficient for statistical analysis.

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Data analysis in this study was conducted using IBM SPSS. The data analysis process was carried out in several stages, namely descriptive analysis to describe the characteristics of the respondents, research instrument testing which included validity and reliability tests, and classical assumption tests. Furthermore, hypothesis testing was carried out using multiple linear regression analysis to determine the effect of independent variables on dependent variables.

This study uses four main variables, consisting of one dependent variable and three independent variables. The dependent variable in this study is financial behavior, while the independent variables include the use of digital payments, financial literacy, and self-control. The relationship between variables was tested both partially and simultaneously with a significant level of 5 percent.

RESULTS AND DISCUSSION

A. Results

Respondent CharacteristicsThe characteristics of respondents who participated in this study can be seen in Table 1.

Table 1: Respondent Characteristics

Characteristics	Category	Number (People)	Percentage (%)
Gender	Male	130	60,2
	Female	86	39,8
Age **(**years**)**	20–25	22	10,2
	26–30	54	25,0
	31–35	68	31,5
	36–40	48	22,2
	> 40	24	11,1
Education	SMA/SMK	98	45,4
	Diploma	34	15,7
	S1	72	33,3
	S2	12	5,6
occupation	Civil Servant	39	18,0
	Private Employee	82	38,0
	Entrepreneur	52	24,0
	Freelancer	26	12,0
	Others	17	8,0
Total Respondents		**216**	**100,0**

Source: Research instrument (Authors' own calculation)

Based on the results of data processing of 216 respondents, the characteristics of the respondents show that the majority of respondents are male (60.2%), while female respondents account for 39.8%. This condition shows that the use of digital payments among millennials is relatively more prevalent among male respondents, although the participation of female respondents is also quite significant.

In terms of age, most respondents were in the 31–35 age group (31.5%), followed by the 26–30 age group (25.0%) and the 36–40 age group (22.2%). This shows that the respondents are dominated by millennials of productive age who have fairly high economic activity and financial transactions, making them relevant for studying digital payment usage and financial behavior.

Based on education level, the majority of respondents had a high school/vocational school background (45.4%), followed by respondents with a bachelor's degree (33.3%). This composition shows that the millennial generation of digital payment users does not onlycome from highly educated groups, but also from secondary education groups, reflecting the widespread adoption of digital payment services in society.

In terms of employment, most respondents worked as private employees (38.0%), followed by entrepreneurs (24.0%) and civil servants (18.0%). This diversity in employment types shows that digital payments are being used by millennials from various professional backgrounds, both in the formal and informal sectors.

Overall, the characteristics of the respondents show that the research sample represents millennials who are economically active, have diverse educational and employment backgrounds, and have high potential in using digital payment services. This condition reinforces the relevance of the research in analyzing the influence of digital payment usage, financial literacy, and self-control on the financial behavior of millennials.

Validity Test

The following table presents the results of the validity test of the research instruments used to measure the variables Digital Payment, Financial Literacy, Self-Control, and Financial Behavior. Validity testing was conducted by examining the Corrected Item-Total Correlation

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value and significance level to ensure each statement accurately measures the construct under study.

Table 2: Validity Test

Variable/Item	Corrected Item-Total Correlation	Sig.	Description
Digital Payment (X1)			
Item 1	0,651	0,000	Valid
Item 2	0,634	0,000	Valid
Item 3	0,598	0,000	Valid
Item 4	0,612	0,000	Valid
Item 5	0,576	0,000	Valid
Financial Literacy (X2)			
Item 1	0,604	0,000	Valid
Item 2	0,632	0,000	Valid
Item 3	0,589	0,000	Valid
Item 4	0,611	0,000	Valid
Item 5	0,623	0,000	Valid
Self-Control (X3)			
Item 1	0,578	0,000	Valid
Item 2	0,591	0,000	Valid
Item 3	0,602	0,000	Valid
Item 4	0,566	0,000	Valid
Item 5	0,584	0,000	Valid
Financial Behavior (Y)			
Item 1	0,602	0,000	Valid
Item 2	0,618	0,000	Valid
Item 3	0,594	0,000	Valid
Item 4	0,607	0,000	Valid
Item 5	0,621	0,000	Valid

Source: Research instrument (Authors' own calculation)

The validity test results indicate that all statement items in the Digital Payment (X1), Financial Literacy, Self-Control, and Financial Behavior variables are declared valid. This is evidenced by the Corrected Item-Total Correlation value for each item being greater than the minimum limit (≥ 0.30) and a significance value of 0.000 < 0.05. Thus, all questionnaire items are able to accurately measure the intended construct and are suitable for use in further research analysis.

Reliability Test

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The following table presents the results of the research instrument reliability test for each variable: Digital Payment Usage, Financial Literacy, Self-Control, and Financial Behavior. Reliability testing was conducted using Cronbach's Alpha to determine the level of internal consistency of the statement items used in the research questionnaire.

Table 3: Reliability Test

Variabel	Cronbach's Alpha	Description
Digital Payment (X1)	0,852	Reliabel
Financial Literacy (X2)	0,871	Reliabel
Self-Control (X3)	0,844	Reliabel
Financial Behavior (Y)	0,863	Reliabel

Source: Research instrument (Authors' own calculation)

Based on the reliability test results, all variables had Cronbach's Alpha values greater than 0.70, thus concluding that the research instrument used was reliable. This indicates that the statement items in each variable have good internal consistency and are suitable for use in further research analysis.

CLASSICAL ASSUMPTION

Normality Test

Based on the results of the Kolmogorov–Smirnov test in Table 4, the Asymp. Sig. (2-tailed) value was 0.401, which is greater than the 0.05 significance level. Thus, it can be concluded that the residual data in this study is normally distributed. These results indicate that the regression model used has met the assumption of normality, so that the multiple linear regression analysis can proceed to the next testing stage.

Table 4: Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		216
Normal Parameters	Mean	0.0000000
	Std. Deviation	0.487654
Most Extreme Differences	Absolute	0.061
	Positive	0.061

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Negative	-0.047
Test Statistic	0.894
Asymp. Sig. (2-tailed)	0.401

Source: Processed Data, 2025

Multicollinearity Test

The multicollinearity test is very important in multiple regression analysis because it aims to detect whether there is a very high relationship between independent variables in the model. The results of the multicollinearity test can be seen in Table 5.

Table 5. Multicollinearity Test

Coefficients		
Model	**Tolerance**	**VIF**
Digital Payment	0,623	1,605
Financial Literacy	0,587	1,703
Self-Control	0,655	1,527

Source: Processed Data, 2025

Based on the results of the multicollinearity test, it is known that all independent variables have a Tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) less than 10. Thus, it can be concluded that there is no multicollinearity between the independent variables in the regression model. This indicates that each independent variable can be used together to explain the dependent variable.

Heteroscedasticity Test

The heteroscedasticity test is used to detect whether the variance of the residuals (prediction errors) in the regression model is constant (homoscedastic) or changing (heteroscedastic). The results of the heteroscedasticity test can be seen in Table 6.

Table 6. Heteroscedasticity Test Results (Glejser Method)

Independent Variables	Sig.	Description
Digital Payment	0,318	There is no heteroscedasticity
Financial Literacy	0,426	There is no heteroscedasticity
Self-Control	0,291	There is no heteroscedasticity

Source: Processed Data, 2025

Based on the heteroscedasticity test results, the significance value for the variables Digital Payment Usage was 0.318, Financial Literacy 0.426, and Self-Control 0.291. All independent variables had significance values greater than 0.05. Therefore, it can be concluded that the regression model does not experience heteroscedasticity and is suitable for further regression analysis.

Hypothesis Testing

T-Test (Partial Test)

Hypothesis testing in this study was conducted to determine the partial effect of each independent variable on the dependent variable. A partial t-test was used to test the significance of the influence of Digital Payment, Financial Literacy, and Self-Control on Financial Behavior. The test was conducted by comparing the calculated t-value with the t-table and observing the significance value (Sig.) at the 95% confidence level (α = 0.05). If the Sig. value is <0.05 or the calculated t-value is > t-table, then the proposed hypothesis is declared accepted. The partial test results can be seen in Table 7.

Table 7. T-Test (Partial Test)

Hypothesis	Model	B Coefficient	Std. Deviation	T-Value	P-Value	Decision
H1	Digital Payment → Financial Behavior	0.328	0.071	4.620	0.000	Accepted
H2	Financial Literacy → Financial Behavior	0.291	0.068	4.279	0.000	Accepted
H3	Self-Control → Financial Behavior	0.184	0.062	2.968	0.004	Accepted

Source: Processed Data, 2025

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Based on the analysis results, the Digital Payment variable has a t-value of 4.620 with a significance level of 0.000, which is less than 0.05. This indicates that Digital Payment has a positive and significant effect on financial behavior. The regression coefficient of 0.328 indicates that increased use of digital payments will improve financial behavior, assuming other variables remain constant.

Furthermore, the Financial Literacy variable also shows a positive and significant effect on financial behavior. This is evidenced by the t-value of 4.279 and a significance level of 0.000 < 0.05. The regression coefficient of 0.291 indicates that higher levels of financial literacy lead to better individual financial behavior.

Meanwhile, the Self-Control variable has a partial positive and significant effect on financial behavior, with a t-value of 2.968 and a significance level of 0.004, which is less than 0.05. The regression coefficient of 0.184 indicates that better self-control will encourage wiser financial behavior.

Based on these results, it can be concluded that all research hypotheses are accepted, with Digital Payment, Financial Literacy, and Self-Control partially having a positive and significant influence on Financial Behavior.

F Test (Simultaneous Test)

The F-test was conducted to determine whether the independent variables, namely Digital Payment Usage, Financial Literacy, and Self-Control, simultaneously influence the dependent variable, Financial Behavior. The following simultaneous test results are presented in Table 8.

Tabel 8. F Test (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	42,386	3	14,129	46,872	0,000
Residual	63,925	212	0,301		
Total	**106,311**	**215**			

Source: Processed Data, 2025

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Based on Table 8, the calculated F-value was 46.872 with a significance level of 0.000 < 0.05. This indicates that digital payment usage, financial literacy, and self-control simultaneously have a significant influence on the financial behavior of the millennial generation. Therefore, the regression model used in this study is deemed feasible and significant.

Coefficient of Determination (R^2)

The coefficient of determination is used to determine the extent to which an independent variable explains variation in changes in the dependent variable. In this study, the coefficient of determination is used to measure the extent to which digital payment usage, financial literacy, and self-control explain the financial behavior of the millennial generation.

Tabel 9. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,631	0,398	0,389	0,548

Source: Processed Data, 2025

Based on Table 9, the R Square value of 0.398 indicates that 39.8% of the variation in millennials' financial behavior can be explained by the use of digital payments, financial literacy, and self-control, while the remaining 60.2% is influenced by factors outside this research model. The Adjusted R Square value of 0.389 indicates that the regression model has moderate explanatory power and is suitable for further analysis.

B. Discussion

Digital Payments Influence Financial Behavior

The results of the hypothesis test indicate that the use of digital payments has a positive and significant effect on financial behavior. This indicates that the higher the intensity and ease of use of digital payments, the better an individual's financial behavior in managing their expenses and transactions.

This finding aligns with the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that the perceived ease and usefulness of a technology will encourage individuals to adopt and use it continuously. In a financial context, the use of digital payments facilitates transaction recording, increases spending transparency, and helps individuals monitor cash flow more systematically.

The results of this study also support the findings of Sari and Kautsar (2021), who stated that the adoption of digital payments has a significant effect on financial behavior, particularly in increasing efficiency and controlling spending. Therefore, the first hypothesis (H1) is accepted.

Financial Literacy Influences Financial Behavior

The results of this study indicate that financial literacy has a positive and significant effect on financial behavior. This suggests that individuals with high levels of financial literacy tend to have better abilities in managing personal finances, such as budgeting, saving, investing, and avoiding unnecessary expenses.

These findings align with the theory proposed by Lusardi and Mitchell (2014), which states that financial literacy is a fundamental factor in developing rational and responsible financial behavior. Individuals who understand basic financial concepts such as inflation, risk, interest rates, and financial planning are better able to make informed and long-term financial decisions.

These findings are also consistent with previous research. Research by Amanah et al. (2016) found that financial literacy positively influences individual financial management behavior, particularly in terms of spending control and saving habits. Furthermore, Herdjiono and Damanik (2016) stated that individuals with good financial literacy tend to have wiser and more planned financial behavior. Furthermore, research by Sari and Kautsar (2021) shows that financial literacy plays a crucial role in shaping the financial behavior of the younger generation, particularly in consumption decision-making and long-term financial planning. These findings are further supported by a report by the Financial Services Authority (OJK,

2022), which concluded that improving financial literacy among Indonesians significantly contributes to healthy and sustainable financial behavior.

Thus, based on the empirical research results, theoretical support, and previous research findings, it can be concluded that financial literacy plays a significant role in shaping individual financial behavior, thus accepting the second hypothesis (H2).

Self-Control Influences Financial Behavior

The results of the hypothesis test indicate that Self-Control has a positive and significant effect on Financial Behavior. This suggests that an individual's ability to control consumer impulses, delay gratification, and prioritize spending plays a crucial role in shaping sound financial behavior.

This finding is supported by the Theory of Self-Control proposed by Baumeister (2002), which states that self-control is an individual's ability to regulate thoughts, emotions, and behavior in order to achieve long-term goals. In a financial context, individuals with high self-control tend to be wiser in spending money and are able to avoid excessive consumer behavior.

The results of this study are also consistent with research findings in the Indonesian context. For example, research conducted by Putriasih & Yasa (2022) found that self-control has a positive and significant effect on student financial management behavior, where respondents with better self-control demonstrated healthier and more planned financial behavior.

Furthermore, research by Setiawan & Suci (2025) on students at Ganesha University of Education showed that self-control partially had a positive and significant effect on financial behavior, although the influence of the social environment on financial behavior was insignificant. Therefore, based on the empirical research results, theoretical support, and consistency with previous research in Indonesia, it can be concluded that self-control is an important factor in shaping individual financial behavior. Therefore, the third hypothesis (H3) is accepted.

Conclusion

This study aims to analyze the influence of digital payment usage, financial literacy, and self-control on the financial behavior of millennials in Dumai City. Based on the results of data analysis conducted using multiple linear regression, several important findings were obtained.

First, digital payment usage has a positive and significant effect on the financial behavior of millennials in Dumai City. This indicates that the higher the level of digital payment utilization, the better the financial behavior exhibited by millennials, particularly in terms of ease of transactions, recording expenses, and managing daily finances.

Second, financial literacy has a positive and significant effect on the financial behavior of millennials in Dumai City. This finding indicates that millennials with a good financial understanding tend to be able to make more rational, planned, and responsible financial decisions, such as budgeting, saving, and controlling spending.

Third, self-control has been shown to have a positive and significant effect on the financial behavior of millennials in Dumai City. This suggests that the ability to control consumer impulses and delay gratification is an important factor in developing healthy financial behavior among millennials.

Simultaneously, digital payment usage, financial literacy, and self-control significantly influence the financial behavior of millennials in Dumai City. These results indicate that financial behavior is influenced by a combination of technological factors, financial knowledge, and individual psychological aspects. Therefore, efforts to improve the financial behavior of millennials need to be integrated through financial literacy education, wise use of digital payment technology, and strengthening self-control.

LIMITATION

This study has several limitations that should be addressed by future researchers to gain a more comprehensive understanding of financial behavior.

First, the scope of this study focused only on millennials in Dumai City. Therefore, the findings cannot be broadly generalized to other generations or to regions with different social, economic, and cultural characteristics.

Second, the number of respondents used in this study was limited, making it not fully representative of the entire millennial population in Dumai City. Future research should involve a larger sample size to achieve more representative results and a higher level of generalizability.

Third, this study focused only on three main variables: digital payment usage, financial literacy, and self-control. Although these three variables have been shown to significantly influence financial behavior, other factors, such as income level, education level, social environment, lifestyle, and digital literacy, have not been examined in this study.

Fourth, data collection was conducted using a self-report questionnaire, which could potentially introduce subjective bias from respondents, such as a tendency to provide answers deemed positive or in line with social norms. Furthermore, the distribution of respondents' demographic characteristics, such as gender, was not fully balanced, although this does not diminish the validity of the research results because the analysis considered the respondents' overall characteristics.

Considering these limitations, future research is recommended to expand the scope and characteristics of respondents, increase the sample size, and incorporate other relevant variables to produce more holistic and in-depth findings regarding financial behavior.

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