

The Influence of Financial Literacy, Locus Of Control and Lifestyle on Cashless Society Behavior of Gen Z in Pontianak City

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The purpose of this study is to investigate the impact of financial literacy, locus of control, and lifestyle on the cashless society behavior of Generation Z in Pontianak City. This study employs quantitative methodologies. Pontianak City's Generation Z population was researched. The study sample was chosen using a purposive sampling method, in which the sample was chosen based on certain characteristics requested by the researcher. This survey had a total of 100 respondents. The outcomes of the study suggest that financial literacy has a positive and significant influence on cashless society behavior. On the other hand, locus of control has a negative and minor influence on cashless society behavior. And lifestyle has a favorable and important influence on cashless society behavior.

1. Introduction

Technology has advanced so quickly in recent years that it has had a significant impact on many facets of life, most notably the financial transaction system. One of the most significant transformations resulting from technological progress is the shift in how people conduct financial transactions. Traditional cash-based payment systems are gradually being replaced by non-cash alternatives. The expansion of the digital economic ecosystem has played a significant role in facilitating this shift, which promotes the widespread adoption of cashless payment methods across various domains, including retail, transportation, and education. The concept of a cashless society has emerged in tandem with the evolution of financial technology. A cashless society, according to Aulia (2020), is one in which all financial transactions are conducted electronically, enabling individuals to make payments online with efficiency, convenience, and without limitations of time or location. With internet access, non-cash transactions can be performed virtually anywhere. Generation Z comprising individuals born between 1997 and 2008 represents the first demographic cohort to grow up fully immersed in a digital environment. Their adoption of non-cash payment

systems is largely motivated by the advantages these technologies offer, such as transaction simplicity, appealing promotional offers, and overall convenience in a variety of contexts.

1.1 Background

Financial literacy, locus of control, and lifestyle choices are some of the influential aspects that define Generation Z's cashless society behavior. When it comes to managing personal finances and making prudent financial decisions, the financial services authority defines financial literacy, which influences a person's views and actions. Indonesia's financial literacy index increased by 27.4% over five years, from 38.03% in 2019 to 65.43% in 2024, according to the findings of the OJK's National Survey of Financial Literacy and Inclusion (SNLIK). This growing trend points to significant advancements in financial education programs and the success of government, financial institution, and OJK collaboration. People's willingness to use non-cash transaction techniques is influenced by psychological variables in addition to financial knowledge. One such component is the locus of control, which refers to how much people think they have influence over their life. While some individuals ascribe their experiences to external causes such as destiny or chance, those with an internal locus of control believe which their choices have a direct influence on their life situations (Andriani, Rosmanidar, & Diniah, 2023). These differing beliefs can affect how individuals approach financial decision-making and technology adoption. Lifestyle is another key variable that reflects an individual's preferences, values, and spending behavior. As noted by Ramadanti, Nawir, and Marlina (2021), lifestyle encompasses diverse patterns of consumption, including spending priorities on food, entertainment, and education. Among Gen Z in Pontianak City, a notable lifestyle trend is their preference for using non-cash payment methods when making purchases. This behavior is primarily motivated by the desire for faster, more efficient, and practical transaction processes, highlighting the intersection between personal values and technological convenience.

1.2 Problem Statement

The problem in this research is whether Financial Literacy, Locus Of Control, and Lifestyle affect the Cashless Society Behavior of Gen Z in Pontianak City?

1.3 Objectives and Scope

The goal of this study is to assess if Financial Literacy, Locus of Control, and Lifestyle affect Cashless Society Behavior in Generation Z in Pontianak City.

2. Literature Review

Cashless Society Behavior

Abbas (2017, p. 193) describes a cashless society as a condition recognized by Bank Indonesia in which individuals conduct transactions without relying on physical cash. In such contexts, daily transactions are performed using digital currency instead of conventional paper-based money. Drawing from these perspectives, cashless society behavior can be understood as the transformation in consumer payment practices, characterized by a transition from cash-based methods to electronic or digitally facilitated transactions. This behavioral shift reflects broader technological advancements and the increasing reliance on digital financial systems in everyday economic interactions.

The indicators of Cashless Society:

1. User Interest
2. User Frequency
3. User Volume

Financial Literacy

Azizah (2020, p. 94) defines financial literacy as the set of competencies and skills necessary for individuals to enhance their standard of living through effective and accurate financial planning and resource allocation. In essence, financial literacy encompasses the ability to plan, manage, and allocate financial resources efficiently. This capability is fundamental in supporting individual well-being and in achieving improved economic outcomes over time.

The indicators of Financial Literacy:

1. Basic financial understanding
2. The savings and loans
3. Investment.

Locus of control

One definition of locus of control is the conviction that one can influence the events in one's life (Ida & Dwinta, 2010, p. 133). The idea that most events are influenced by one's own choices and actions is known as internal locus of control. Individuals with a external locus of control, on the other hand, believe that other causes such as the environment, fate, or good fortune impact their lives. This psychological characteristic is important in determining how people behave and make decisions.

In addition to this interpretation, locus of control represents an a person's sense of responsibility over life occurrences. An internal locus of control person feels that their own decisions, deeds, and endeavors have a significant impact on their experiences. Conversely, those who possess an external center of control, frequently blame life occurrences on outside forces like fate, luck, or environmental circumstances that are out of their control. Since perception has a big impact on one's attitudes, behaviors, and decision-making processes, this idea emphasizes how important it is for individuals to shape their responses to life circumstances.

The indicators of Locus Of Control:

Internal Locus Of Control, indicators used as follows:

1. Ability
2. Effort

External Locus Of Control, indicators used as follows:

1. Fate
2. Social economy
3. Influence of others

Lifestyle

Lifestyle, according to Anggira and Nurfebriaraning (2020, p. 7), is an a person. way of life is expressed through their actions, passions, and perspectives on the world and themselves.

This concept emphasizes that lifestyle encompasses a combination of behavior patterns, personal values, and viewpoints that shape a person's daily choices and interactions with their environment.

Based on this description, lifestyle may be defined as the pattern or manner in which a person or group of people spend their everyday life. This includes various aspects of their lives, such as habits, preferences, values, activities, and decisions that affect how they use time, organize time resources, and allocate their funds.

The indicators of Lifestyle:

1. Activity
2. Interests
3. Opinion

2.1 Related Work

The Influence of Financial Literacy on Cashless Society Behavior

As to Agustin et al.'s (2025) study "The Impact of Perceived Ease of Use, Financial Literacy, and Lifestyle on Cashless Society," financial literacy has a positive contribute to on people's desire to utilize cashless transactions. This research emphasizes how crucial financial literacy and proficiency are in promoting the adoption of non-cash payment options in day-to-day financial transactions.

In light of this discovery, the following theory is put forth:

H1: Adoption of cashless society behavior is positively influenced by financial knowledge.

The Influence of Locus of Control on Cashless Society Behavior

In their study "The Effect of Financial Literacy, Locus of Control, and Lifestyle on Gen Z Financial Behavior in a Cashless Society," Fatimah and Fathihani (2023) discovered that, in the context of a cashless society in the DKI Jakarta region, locus of control has no discernible effect on the financial behavior of Generation Z. This implies that Gen Z's acceptance of cashless payment systems may not be directly influenced by psychological factors like perceived control over life occurrences.

Theseresults lead to the formulation of the following hypothesis:

H2: Behavior in a cashless society is negatively impacted by locus of control.

The Influence of Lifestyle on Cashless Society Behavior

Lifestyle has a substantial and favorable influence on Generation Z's financial conduct in a cashless society, according to Widiyanti et al.'s (2023) research, "The Influence of Financial Literacy, E-Money, and Lifestyle on the Financial Behavior of Generation Z in a Cashless Society." This suggests that people's lifestyle choices and time management have a significant impact on whether or not they use cashless payment alternatives.

In light of these results, the following theory is put forth:

H3: Behavior in a cashless world is positively influenced by lifestyle.

2.2 Research Gap

Research on cashless society behavior has been widely conducted in recent years, especially along with the increasing adoption of digital financial technology. Previous studies have generally highlighted factors such as technological advancement, ease of transaction, and system security as key determinants in the adoption of cashless payments. On the other hand, some studies have also begun to examine individual aspects such as financial literacy, locus of control, and lifestyle, but generally in the context of the general public or productive adults. However, here is still a gap in the literature about how these three traits impact cashless behavior, especially for Generation Z, known as the digital natives and have different tendencies in adopting financial technology. In addition, contextual research focusing on Gen Z in specific areas such as Pontianak City is still very limited. In fact, local social, cultural, and economic characteristics can influence this generation's financial attitudes and behaviors. Therefore, by examining the shape of lifestyle, locus of control, and financial literacy on Generation Z's cashless society behavior in Pontianak City, this study seeks to close the gap. It is anticipated that this method will offer a more contextual empirical contribution to comprehending the younger generation's digital financial behavior in the area.

3. Methodology

This research employs an associative quantitative research approach to examine the associations between lifestyle, locus of control, and financial literacy traits in relation to cashless society behavior. The research examines lifestyle, locus of control, and financial literacy as independent variables, with cashless society behavior as the dependent variable. Analyzing the ways in which these different elements affect people's adoption and use of cashless payment methods is the goal.

3.1 Data Collection

Google Forms was used to disseminate surveys to Pontianak City's Generation Z residents in order to gather the study's primary data. The target population consisted of all Gen Z members living in this area. Purposive sampling as a non-probability sampling approach in which participants are selected according to predetermined eligibility criteria, was used. Specifically, the inclusion criteria for this study were: (1) individuals aged between 17 and 28 years, and (2) Gen Z members who utilize non-cash payment methods. Data analysis was conducted using SPSS version 26 to perform hypothesis testing and evaluate the relationships among the variables.

3.2 Analysis Techniques

Descriptive statistical approaches were used to examine and summarize the data in this study. This involved determining the frequency, percentage, and mean to identify response patterns for each item in the questionnaire. Tables are used to present the results, making it easier to interpret the data and derive conclusions..

3.3 Validation

Validation of the research instrument was carried out by designing a questionnaire based on a review of relevant literature and references to ensure that each statement item could measure the variables under study appropriately. The questionnaire was structured using clear language and was easily understood by respondents, a Likert scale was used to assess each statement in order to ascertain the respondents' degree of agreement.

Cronbach's Alpha was utilized in order to evaluate the consistency and dependability of the research instrument. A total of 100 respondents, selected based on predefined criteria, participated in the data collection process. To ensure data accuracy and consistency, a systematic descriptive statistical analysis was conducted. Consequently, the findings of this study are anticipated to exhibit both reliability and validity, providing a sound basis for subsequent analysis.

4. Results and Discussion

Descriptive Statistics

Table 1.1 Descriptive Statistical Test Results
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Financial Literacy	100	30	45	39.35	3.445
Locus Of Control	100	29	59	44.93	7.302
Lifestyle	100	21	45	38.88	4.379
Cashless Society Behavior	100	20	40	33.40	4.617
Valid N (listwise)	100				

Source: Data Processed by Researchers, 2025

The descriptive statistical analysis for the Cashless Society Behavior variable (Y) found values range from 20 to 40, with a mean of 33.40 and a standard deviation of 4.617. The data quality is regarded as excellent since the mean value exceeds the standard deviation. The Financial Literacy variable (X1) obtained values that ranged from 30 to 45, with an average of 39.35 and a standard deviation of 3.445. Locus of Control (X2) showed a range of 29 to 59, with a mean of 44.93 and a standard deviation of 7.302. Finally, with values ranging from 21 to 45, the Lifestyle variable (X3) had a mean score of 38.88 and a standard deviation of 4.379.

Instrument Test

Validity Test

Table 1.2 Financial Literacy Instrument Validity Test Results

No	Item Statement	Correlation Results	Conclusion
1	X1.1	0,447	Valid
2	X1.2	0,476	Valid
3	X1.3	0,553	Valid
4	X1.4	0,511	Valid

5	X1.5	0,514	Valid
6	X1.6	0,582	Valid
7	X1.7	0,540	Valid
8	X1.8	0,476	Valid
9	X1.9	0,543	Valid

Source: Data Processed by Researchers, 2025

All of the questionnaire's questions pass the validity test for the Financial Literacy variable (X1), according to Table 1.2's findings. Because each item's coefficient of correlation (r count) approaches or surpasses the crucial value (r table), this is case. As a result, every statement in this variable is accepted for inclusion in the research.

Table 1.3 Locus Of Control Instrument Validity Test Results

No	Item Statement	Correlation Results	Conclusion
1	X2.1	0,348	Valid
2	X2.2	0,176	Valid
3	X2.3	0,251	Valid
4	X2.4	0,504	Valid
5	X2.5	0,162	Valid
6	X2.6	0,162	Valid
7	X2.7	0,763	Valid
8	X2.8	0,476	Valid
9	X2.9	0,710	Valid
10	X2.10	0,769	Valid
11	X2.11	0,718	Valid
12	X1.12	0,836	Valid

Source: Data Processed by Researchers, 2025

Table 1.3 displays the findings of validity test for Locus of Control variable (X2) demonstrate that all questionnaire items are valid, with each item's correlation coefficient (r count) equal to or exceeding the critical value (r table). Therefore, all items within this variable are considered valid for the purposes of this research.

Table 1.4 Lifestyle Instrument Validity Test Results

No	Item Statement	Correlation Results	Conclusion
1	X3.1	0,768	Valid
2	X3.2	0,472	Valid
3	X3.3	0,412	Valid
4	X3.4	0,712	Valid
5	X3.5	0,669	Valid
6	X3.6	0,690	Valid
7	X3.7	0,517	Valid

8	X3.8	0,562	Valid
9	X3.9	0,664	Valid

Source: Data Processed by Researchers, 2025

The validity test for the Lifestyle variable (X3) reveals that all questionnaire questions are legitimate based on the data in Table 1.4, since each item's correlation coefficient (r count) either meets or above the threshold value (r table). Hence, all statements within this variable are deemed valid for inclusion in the study.

Table 1.5
Results of the Validity Test on the Cashless Society Behavior Instrument

No	Item Statement	Correlation Results	Conclusion
1	Y.1	0,742	Valid
2	Y.2	0,457	Valid
3	Y.3	0,506	Valid
4	Y.4	0,559	Valid
5	Y.5	0,757	Valid
6	Y.6	0,756	Valid
7	Y.7	0,648	Valid
8	Y.8	0,778	Valid

Source: Data Processed by Researchers, 2025

In accordance with Table 1.5, all of the statement items in the Cashless Society Behavior (Y) validity test are legitimate since their values of r count \geq r table. As a result, every statement in the questionnaire variable is regarded as legitimate.

Reliability Test

Table 1.6
Reliability Test Results

No	Variable	Cronbach's Alpha	Description
1	Financial Literacy	0,655	Reliabel
2	Locus Of Control	0,792	Reliabel
3	Lifestyle	0,790	Reliabel
4	Cashless Society Behavior	0,810	Reliabel

Source: Data Processed by Researchers, 2025

All variables had Cronbach's alpha values above the 0.60 criterion, as indicated in Table 1.6, suggesting the validity of the instruments employed in this investigation.

Classical Assumption Test

Normality Test

Table 1.7
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.891820
Most Extreme Differences	Absolute	.088
	Positive	.072
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.054 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed by Researchers, 2025

Significant value, 0.054, in table 1.7 is higher than 0.05. Thus, the data utilized in this study is dispersed routinely.

Linearity Test

Table 1.8
Linearity Test Results

Variable	Linearity	Description
Financial Literacy	0,645	Linearity
Locus Of Control	0,610	Linearity
Lifestyle	0,952	Linearity

Source: Data Processed by Researchers, 2025

The study found a linear relationship between cashless society behavior, financial literacy, locus of control, and lifestyle (p-value > 0.05).

Multicollinearity Test

Table 1.9
Multicollinearity Test Results

No	Variable	Collinearity Statistics	
		Tolerance	VIF
1	Financial Literacy	0,833	1.201
2	Locus Of Control	0,961	1.041
3	Lifestyle	0,803	1.246

Source: Data Processed by Researchers, 2025

All of the variables in the study had tolerance thresholds exceeding 0.10 and VIF values under 10, as shown in Table 1.9. This suggests that there is neither multicollinearity nor correlation among the variables.

Statistical Analysis

Multiple Linear Regression Analysis

Table 1.10
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients (β)	Sig.
(Constant)	-5.355	.175
Financial Literacy	0,237	.013
Locus Of Control	0,037	.371
Lifestyle	0,714	.000

a. Dependent Variabel: *Cashless Society Behavior*

Source: Data Processed by Researchers, 2025

The following multiple linear regression equations are the outcome of statistical data processing: $Y = -5.355 + 0.237 X_1 + 0.037 X_2 + 0.714 X_3$

According to the regression equation, The constant term (α), which denotes the baseline level of the dependent variable, cashless society behavior, is -5.355 when all independent variables financial literacy, locus of control, and lifestyle are set to zero. The Cashless Society Behavior score in Pontianak City would be -5.355 units if these factors remained unchanged. When all other factors stay the same, a one-unit increase in financial literacy should result in a 0.237-unit rise in cashless society behavior, in accordance to the financial literacy coefficient, it is at 0.237. This demonstrates that cashless behavior is positively impacted by financial knowledge. A similar positive but minor effect is shown by the coefficient for Locus of Control, which is 0.037. This means that, assuming all other factors are equal to zero, a one-unit rise in this variable correlates to a 0.037 unit increase in Cashless Society Behavior. Last but not least, when all other variables are held constant, an increase of one unit in Lifestyle results in a 0.714 unit rise in Cashless Society Behavior, according to the Lifestyle variable's coefficient of 0.714. This illustrates how Pontianak City's cashless transaction behavior is significantly improved by lifestyle.

Correlation Coefficient (R) Analysis

Table 1.11
Correlation Coefficient Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.595	2.937

a. Predictors: (Constant) Lifestyle, Locus Of Control, Financial Literacy

b. Dependent Variable: Cashless Society Behavior

Source: Data Processed by Researchers, 2025

The R is 0.780, as shown in Table 1.11. This figure, which ranges from 0.60 to 0.799, indicates a substantial association between the independent components Financial Literacy (X1), Locus of Control (X2), and Lifestyle (X3) and the dependent variable Cashless Society Behavior (Y).

Coefficient of Determination Analysis (R^2)

To illustrate the R^2 , the regression model's independent variables explain 60.8% of the variation in the dependent variable, according to the value of 0.608 derived from the data in Table 1.11.

Simultan Test (F Test)

Table 1.12
Simultan Effect Test Results
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1282.101	3	427.367	49.556	.000 ^b
	Residual	827.899	96	8.624		
	Total	2110.000	99			

a. Dependent Variable: Cashless Society Behavior

b. Predictors: (Constant), Lifestyle, Locus Of Control, Financial Literacy

Source: Data Processed by Researchers, 2025

Significance value of the simultaneous test for the study data in table 1.12 is 0.000, which indicates that the sig value is less than 0.05. This score suggests that H_a is acceptable, with lifestyle, locus of control, and financial literacy all significantly influencing behavior in a cashless society.

Partial Test (t Test)

Table 1.13
Partial Effect Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.355	3.915		-1.368	.175
	Financial Literacy	.237	.094	.177	2.526	.013
	Locus Of Control	.037	.041	.059	.899	.371
	Lifestyle	.714	.075	.677	9.491	.000

a. Dependent Variable: Cashless Society Behavior

Source: Data Processed by Researchers, 2025

The hypothesis testing results demonstrate varying impacts of each independent variable on the dependent variable. Financial Literacy (X1) produced a significance value of 0.013, which is below the 0.05 threshold. This suggests that the alternative hypothesis (H_a) is supported while the null hypothesis (H_0) is rejected, indicating a significant individual influence of financial literacy on Generation Z's engagement in cashless transactions within Pontianak City. In contrast, Locus of Control (X2) recorded a significance level of 0.371, exceeding the 0.05 benchmark. This implies no observable partial effect on cashless behavior for this variable, leading to the acceptance of the null hypothesis and rejection of the alternative. Meanwhile, Lifestyle (X3) yielded a significance value of 0.000, clearly below the 0.05 cutoff, confirming that lifestyle plays a meaningful and statistically significant role in shaping the cashless behavior of Generation Z in Pontianak.

4.1 Key Findings

According to the analysis's findings, every item in the variables measuring lifestyle (X3), locus of control (X2), cashless society behavior (Y), and financial literacy (X1) is legitimate since it satisfies the standards for instrument validity. Furthermore, the findings of sufficient internal consistency testing demonstrated the reliability of every variable in this investigation. Additional research indicates that among Generation Z in Pontianak City, financial literacy have a major influence on their behavior in the cashless society. On the flip hand, there is no discernible impact of locus of control on this behavior. In contrast, lifestyle was found to have the biggest and most profound impact on the behavior of the cashless society. This result demonstrates that lifestyle choices and financial literacy are important determinants of young people's adoption of cashless transactions.

4.2 Interpretation of Results

The findings of this research indicate that among the three variables examined Financial Literacy, Locus of Control, and Lifestyle, two have been shown to significantly affect cashless society behavior in Generation Z within Pontianak City. Financial Literacy shows an important role in encouraging cashless transaction behavior, which indicates that individuals' understanding and knowledge of financial management has an impact on their tendency to use digital payment systems. Lifestyle also significantly affects this behavior, suggesting that individuals with more modern and consumptive lifestyles are more likely to embrace financial technology. On the other hand, Locus of Control did not significantly influence the outcome, suggesting that an individual's perceived control over his or her life is not directly related to the decision to use cashless transactions. Overall, these results show that the research objectives have been achieved, with a clear identification of the variables that contribute to the formation of cashless society behavior among the younger generation.

5. Discussion

The Influence of Financial Literacy on Cashless Society Behavior

The results of the research show that, at the 0.013 significant level, the Financial Literacy variable has a t-value of 2.526. Since this number is below the 0.05 limit, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This result demonstrates that financial literacy influences cashless society behavior in a favorable and statistically significant way. It implies that members of Generation Z who are better educated about money are more likely to

use and embrace non-cash payment options. Their understanding of the advantages and security of online financial transactions encourages more responsible and deliberate use of cashless technologies.

The Influence of Locus Of Control on Cashless Society Behavior

According to the analysis, the Locus of Control variable has a t-value of 0.899 at the 0.371 significance level. Since this result is greater than the significance level of 0.05, the alternative hypothesis (H_2) is rejected and the null hypothesis (H_0) is accepted. These results suggest that there is no statistically significant relationship between locus of control and the behavior of the cashless society. This suggests that the tendency of Generation Z individuals to adopt non-cash payment methods is not directly influenced by whether they possess an internal or external locus of control. Other factors appear to play a more pivotal role in shaping their financial behavior. Consequently, a person's belief in their ability to control financial outcomes does not necessarily translate into a preference for cashless transaction systems.

The Influence of Lifestyle on Cashless Society Behavior

The statistical analysis reveals that the Lifestyle variable has a t-value of 9.491 and a significance level of 0.000. Given that the significance level is well below the 0.05 threshold, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_3) is accepted. This confirms that Lifestyle exerts a positive and significant effect on Cashless Society Behavior. The results imply that Generation Z, characterized by its preference for convenience and alignment with contemporary trends, is more inclined to adopt digital payment technologies. The integration of these platforms into their everyday routines reflects a broader shift toward technology-driven lifestyles. Accordingly, individuals who exhibit modern and tech savvy lifestyles are more likely to engage in non-cash transactions.

5.1 Comparison with Prior Research

This study confirms that financial literacy has a positive and significant influence on cashless society behavior, in line with the findings of Agustin et al. (2025) which shows the importance of financial understanding in the adoption of digital payments. On the other hand, the insignificant results for the effect of locus of control on cashless society behavior are in accordance with Fatimah & Fathihani (2023), who state that this internal psychological factor plays a lesser role in the decision to use non-cash payment systems. Meanwhile, the significant influence of lifestyle supports the results of Widiyanti et al. (2023), which underlines that modern and digital lifestyles determine the tendency to use payment technology. Overall, the findings of this study not only reinforce previous studies but also provide new perspectives, especially in the context of Generation Z in Pontianak City, an urban environment characterized by significant technology adoption.

5.2 Limitations

There are several limitations in this study that should be taken into account when interpreting the findings. First, the scope of respondents is limited to Gen Z in Pontianak City. Therefore, the findings of this study may not be applicable to broader populations or to regions with differing social conditions, cultural and economic characteristics. Second, data collection techniques using online questionnaires can lead to potential bias, both in terms of respondents'

understanding of statements and in terms of data representativeness. Third, the variables used in this study are limited to financial literacy, locus of control, and lifestyle, so other dimensions that might influence cashless society behavior have not been covered thoroughly.

5.3 Future Research

Future research is recommended to expand the coverage area and expand the sample size to ensure that the findings better represent a more varied population. In addition, more varied methodological approaches, such as mixed methods, can be used to explore a deeper understanding of the factors that influence cashless society behavior. Future research could also consider additional variables such as the influence of social environment, perceived security of digital technology, and access to financial services.

6. Conclusion

The study targeted Generation Z individuals residing in Pontianak City as its respondent base. The findings from the Multiple Linear Regression analysis yielded the following equation: $Y = -5.355 + 0.237X_1 + 0.037X_2 + 0.714X_3$. The correlation coefficient (R) was calculated at 0.780, indicating a strong relationship—since this value falls within the range of 0.60 to 0.799 between the independent variables, namely Financial Literacy (X_1), Locus of Control (X_2), and Lifestyle (X_3), and the dependent variable, Cashless Society Behavior (Y). Furthermore, the coefficient of determination (R^2) was determined to be 0.608, signifying that 60.8% of the variance in Cashless Society Behavior can be explained by the combined effect of the three independent variables included in the regression model. A significance value of 0.000, which is less than the 0.05 threshold, indicates that the independent factors taken together have a statistically significant impact on the dependent variable, according to the F-test results. Regarding the relative importance of each variable, the t-test showed that among Gen Z in Pontianak City, Cashless Society Behavior is significantly influenced by both Financial Literacy and Lifestyle. On the other hand, the locus of control variable did not exhibit a statistically significant partial effect, indicating that it is not a contributing factor on its own to the explanation of differences in cashless behavior across the sample population.

7. Recommendation

Based on the research results, it is recommended that educational institutions and financial authorities strengthen financial literacy programs tailored to Gen Z characteristics. An increased understanding of financial management and the use of secure payment technology can encourage more responsible financial behavior. In addition, digital financial industry players are expected to continue developing non-cash transaction services that are easy to use, safe, and in accordance with the digital lifestyle of the younger generation. Local governments can also take a role in supporting digital infrastructure and conducting more inclusive cashless society promotion campaigns, so that more young people are interested and feel confident to use the service.

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