THE INFLUENCE OF MENTAL ACCOUNTING AND FINANCIAL BEHAVIOR ON FINANCIAL SATISFACTION

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ABSTRACT

This study aims to analyze the influence of Mental Accounting and Financial Behavior on Financial Satisfaction among lecturers on Bengkalis Island. The research uses a quantitative approach with a cross-sectional survey method. The population consists of all active lecturers at educational institutions on Bengkalis Island, with a sample of 207 respondents selected through convenience sampling. Data were collected using an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS version 4.0.

The results show that Mental Accounting has a positive and significant effect on Financial Satisfaction with a coefficient of 0.137 and a p-value of 0.045. Financial Behavior also has a positive and significant effect with a stronger coefficient of 0.182 and a p-value of 0.005. Together, both variables explain only 5.4 percent of the variation in Financial Satisfaction, indicating that many other factors influence financial satisfaction. This study concludes that structured financial management through Mental Accounting and healthy financial behavior are important components in improving individuals' Financial Satisfaction. However, their contributions remain limited and require integration with other factors such as financial literacy and emotional intelligence.

Keywords: Behavioral Finance, Financial Behavior, Financial Satisfaction, Financial Well-Being, Mental Accounting.