FINTECH ACCESS AND DIGITAL FINANCIAL LITERACY ON FINANCIAL BEHAVIOR IN THE DIGITAL ERA: THE MEDIATION ROLE OF FINANCIAL SELF-CONTROL

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ABSTRACT

This study aims to examine the impact of fintech access and digital financial literacy on financial behavior, as well as the mediating role of financial self-control in this relationship. The study adopts a deductive approach and employs a quantitative survey design for data collection and analysis. Data were collected through an online questionnaire administered to 175 Generation Z respondents in Semarang. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The findings indicate that fintech access and digital literacy have a significant influence on financial behavior. Furthermore, fintech access, digital financial literacy, and financial self-control jointly affect financial behavior. The results also confirm that financial self-control plays a mediating role, acting as an indirect mechanism through which fintech access and digital financial literacy influence financial behavior. From a theoretical perspective, this study highlights the crucial role of self-control in strengthening the effects of fintech access and digital financial literacy on financial behavior in the digital financial era. From a managerial perspective, the findings suggests that improving digital financial literacy can enhance financial behavior, and therefore universities are encouraged to optimize financial education through various educational initiatives for students.

Keywords *: Fintech Access, Digital Financial Literacy, Gen Z, Financial Self-Control, Financial Behavior.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak akses Fintech dan literasi keuangan digital terhadap perilaku keuangan. Penelitian ini juga bertujuan untuk menganalisis dampak akses Fintech dan literasi keuangan digital terhadap perilaku keuangan dengan peran mediasi pengendalian diri keuangan. Penelitian ini mengikuti pendekatan deduktif dan menggunakan strategi survei kuantitatif untuk pengumpulan dan analisis data. Survei daring berfungsi sebagai metode untuk mengumpulkan tanggapan dari peserta. Penelitian ini melibatkan ukuran sampel 175 Gen Z di Semarang. Penelitian ini menggunakan teknik PLS SEM. Temuan menunjukkan bahwa akses Fintech dan literasi keuangan digital memengaruhi perilaku keuangan. Lebih lanjut, akses Fintech, literasi keuangan digital, dan pengendalian diri keuangan memengaruhi perilaku keuangan. Kesimpulan yang dapat ditarik adalah bahwa pengendalian diri keuangan menunjukkan peran mediasi sebagai efek tidak langsung pada faktor-faktor tersebut. Sebagai implikasi teoritis, penelitian saat ini memberikan kontribusi terhadap literatur teoritis dengan menyoroti peran penting pengendalian diri dalam meningkatkan pengaruh akses Fintech dan faktor literasi digital terhadap peran

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keuangan di era keuangan digital. Implikasi manajerial bahwa peningkatan literasi keuangan digital mendorong perilaku keuangan adalah bahwa universitas mengoptimalkannya melalui berbagai inisiatif pendidikan bagi mahasiswa.

Kata kunci : *Fintech Access, Digital Financial Literacy, Gen Z, Financial Self-Control, Financial Behavior.*

1. INTRODUCTION

Gen Z is one of the generations emerging to dominate the economic and political sphere (McBeth, 2022). Generation Z (Gen Z) has better access and is accustomed to using technology and social media in their daily lives. They are also known as a generation that cares about social and environmental issues, and has a more global and open outlook (Nguyen Ngoc et al., 2022). Gen Z has contributed to the national economy. Based on the 2020 Population Census, the proportion of Gen Z in Indonesia is 27.94% of the total population, making them the generation with the largest population currently. This number is around 74.93 million people. Therefore, Gen Z has a significant contribution to the economy. In other respects, Gen Z was born with easy access to financial institutions. Reality shows that Gen Z lacks in financial management (Ardyansyah & Indrawati, 2024; Azzam et al., 2024). They are exposed to online stores that make shopping easier; online loans; and digital banks. It is even stated that Gen Z is a generation closely associated with materialism (Pangestu & Karnadi, 2020). Therefore, Generation Z is considered lacking in financial self-control.

Financial self-control is the restraint exerted on one's impulses, desires, or emotions (Rey-Ares et al., 2021). Financial self-control has a significant impact on financial behavior. Self-control is a determinant of financial behavior, and individuals who have good self-control over spending and money can make better financial decisions (Chandra & Pamungkas, 2023). Various studies have been conducted related to financial self-control (Mpaata et al., 2023) which examines the views of SMEs on financial self-control regarding financial literacy and relationship behavior (Mpaata et al., 2023), self-control against financial risk in Polish society (Sekścińska et al., 2021), and financial management can help manage spending in American society (Peetz & Davydenko, 2021). However, very few studies specifically focus on Generation Z.

Various factors can influence financial self-control, including Fintech access and digital financial literacy. Fintech access is the term used to describe the application of technology in the financial sector (Bhat et al., 2024; Jalal et al., 2024). Initially, this technology was very obscure and unreliable, but now almost all financial institutions are implementing it in their operations. Fintech is experiencing rapid development. Technological advancements, including big data, artificial intelligence, and machine learning, are driving public acceptance (Nguyen et al., 2023). Financial literacy is widely recognized as a crucial factor driving consumer engagement in financial markets and services (Lusardi & Mitchell, 2014). Ongoing and anticipated changes in the financial industry underscore the need to redefine financial literacy in a digital context (Kass-Hanna et al., 2022; Koskelainen et al., 2023). Recently, the concept of digital financial literacy (DFL) has emerged to denote "the knowledge, skills, confidence, and competence to safely use digitally provided financial instruments and services and make informed financial decisions" (Choung et al., 2023).

Prior studies have revealed that ficancial technology access positively influences financial behavior (Gafoor & Amilan, 2024; Hasan et al., 2023). By contrast, the

inconsistent finding of Indrawati (2021) indicates that financial technology has no relationship with financial behavior. Other previous studies demotsrated that digital financial literacy influences financial behavior (Bu et al., 2019; Jhonson et al., 2023; Kartawinata et al., 2024; Zahari et al., 2025). However, Farida et al. (2021) found a contradictory result, indicating that financial literacy does no effect on financial behavior. Besides that, the literature demostrates these relationships in developed countries, and still lacks evidence of developing countries.

Thus, this study addresses this gap by proposing financial self-control as a mediator the relationship of Fintech access and digital financial literacy on financial behavior. Empirical evidence from YÜRÜK (2025) found that financial self-control can support the positive influence of financial literacy on investment behavior among Turkish university students. Higher financial literacy is a driver of increased self-control, and higher self-control leads to better investment behavior. Other studies also show that self-control plays a crucial role in understanding financial risk-taking, which reflects a person's success or failure in making economic decisions (Fred van Raaij et al., 2023; Hidayat & Hermawan, 2025; Sekścińska et al., 2021).

The objectives of this study are to analyze (1) the effect of Fintech access on financial behavior (2) the effect of digital financial literacy on financial behavior (3) the effect of Fintech access on financial self-control (4) the effect of digital financial literacy on financial self-control (5) the mediating role of financial self-control in the influence of Fintech access and digital financial literacy on financial behavior. The contribution of this research is not only to provide empirical evidence but also to expand the literature on the main determinants of behavioral finance, especially in Indonesia's Gen Z.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Fintech Access

Fintech access describes the level of ownership and use of safe, affordable, relevant, and convenient financial products and services by consumers. Factors driving financial access include low-cost products with attractive features from formal financial institutions, predictable fees, practicality, and ease of use (Birkenmaier et al., 2023). Technology is a situational factor that influences human behavior (Sampson, 1981). Traditional finance advocates argue that individuals will act rationally to optimize their self-interest (Baker et al., 2017).

The influence of Fintech Access is based on the fact that financial technology (Fintech) simplifies the process of accessing financing quickly and easily. This technology is also beneficial in MSME financial management by accelerating financing decisions without the need for complex financial calculations. This, in turn, influences how financial behavior is handled. The most well-known theory is the theory of planned behavior (Ajzen, 1991), which links consumer attitudes and behavior. Several studies supporting the influence of Fintech access on financial behavior include (Gafoor & Amilan, 2024; Hasan et al., 2023). The financial access factor is the most significant mediating factor between financial knowledge and financial behavior, as a driver of financial behavior (Gafoor & Amilan, 2024). Conversely, knowledge of financial facts influences consumers' more ability to choose services, thus becoming a determining factor in access to financial technology services (Hasan et al., 2023).

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A person must be able to plan, budget, audit, manage, control, search for, and divert their financial resources. With good financial management, individuals can maintain good financial behavior both now and in the future, minimizing the potential for negative consequences, thus preventing overspending and waste. This is what drives several studies supporting the influence of Fintech access on financial self-control, including (Byegon, 2020; Hasan et al., 2023; Rumyati Zeinab & Ruski, 2025). Access to adequate finance is a strength for the growth of financial well-being and financial behavior among entrepreneurs (Byegon, 2020). Similarly, ease of digital access can increase a person's awareness in managing finances wisely (Rumyati Zeinab & Ruski, 2025). Therefore, the hypotheses proposed in this study are:

H1 : Fintech access influences financial behavior.

H3 : Fintech access influences financial self-control.

Digital Financial Literacy

The digital financial literacy relates to a person's understanding and competence in online financial transactions (Byegon, 2020). This encompasses a wide range of activities, including online purchases, the use of various online payment methods, and the ability to understand the intricacies of online banking systems. Digital financial literacy as encompassing financial knowledge and digital literacy (Lyons & Kass-Hanna, 2021). Overall, digital financial literacy relates to the skills and abilities needed to appropriately use digital financial services.

Individuals who feel competent and possess high digital financial literacy are more likely to engage in financial behaviors that improve their financial performance, enabling them to make better decisions regarding saving and investing (Dovie, 2018). Numerous studies have examined this, including (Alkhawaldeh et al., 2023; Dogra et al., 2023; Rahayu, Ali, et al., 2022; Rahayu, Juita, et al., 2022). Financial literacy is significantly related to financial attitudes and financial behavior, where men have higher financial knowledge and financial behavior than women (Dovie, 2018).

Individuals with skills and knowledge will have the ability to control their finances (Kargas et al., 2024). Therefore, several studies have demonstrated the influence of digital financial literacy (Bu et al., 2019; Jhonson et al., 2023; Kartawinata et al., 2024; Zahari et al., 2025). Financial literacy supported by financial attitudes and self-control has been proven to positively encourage better decision-making (Zahari et al., 2025). Moreover, improving financial literacy education, especially regarding how to manage the risks and benefits of various types of credit for digital financial users (Kartawinata et al., 2024). Therefore, the hypotheses proposed in this study are:

H2 : Digital financial literacy influences financial behavior.

H4 : Digital financial literacy influences financial self-control.

Financial Self-Control

Personality traits are enduring characteristics of a person, and, in the perfect case, are stable across time and situations, thus explaining and predicting people's preferences and behavior, includes self-control. Self-control has been shown to have a positive impact on financial behavior(Cobb-Clark et al., 2023). People with better self-control are better at managing their finances, less likely to engage in compulsive buying, and less likely to get into debt (Fred van Raaij et al., 2023).

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Financial Behavior

Financial behavior as a process that assimilates all components of an individual's financial interests (Altfest, 2004). This includes cash flow management, investments, risk management, retirement planning, tax planning, and estate planning. Financial behavior simply as any human behavior relevant to money management (Dew & Jian Xiao, 2013) . Several studies supporting the mediation of financial self-control include (Anatasya et al., 2024; Khoirunnisaa & Johan, 2020). Financial literacy influences students' consumer behavior in facing the temptation of excessive consumption, especially in an increasingly consumerist environment (Kargas et al., 2024). In line with this, better financial knowledge and financial attitudes that can be obtained through further education are positively and significantly related to one's financial behavior (Khoirunnisaa & Johan, 2020). Therefore, the hypotheses proposed in this study are:

H5 : Financial self-control mediates the effect of Fintech access literacy on financial behavior.

H6 : Financial self-control mediates the effect of digital financial literacy on financial behavior.

3. RESEARCH MODEL

The research framework that propose in this study can be illustrated in Figure 1.

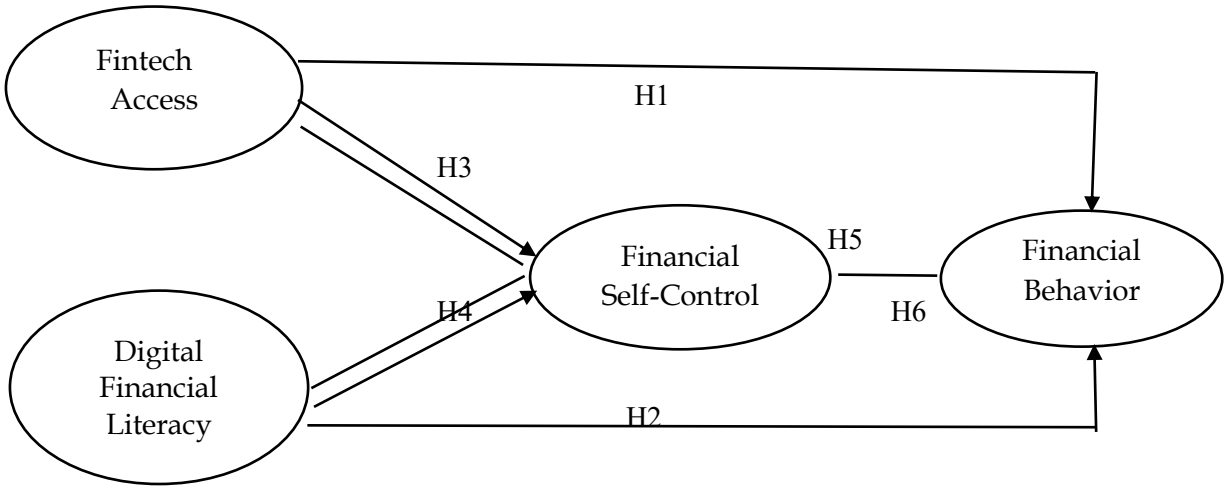

Figure 1. Research Framework

4. RESEARCH METHOD

The study followed a deductive approach and utilized a quantitative survey strategy for data collection and analysis. Online surveys serve as a method for gathering responses from participants. The sampling method used in this study was purposive sampling, which is the selection of samples based on certain considerations tailored to the objectives of this study (Ferdinand, 2014). Thus, the sample was selected with the criteria that were born between 1997 and 2012, have income, and are domiciled in Semarang City.

The items in the survey were modified from established literature to assure the content validity, and the operational variables has resumed in Table 1. The instrument employed is a Likert scale comprising five inquiries that span from 1 for strong disagreement to 5 for strong agreement.

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This study employed the PLS SEM methodology. This is predicated on the existence of latent or exogenous variables, which are constituted by reflective and formative indicators, thereby creating a moderating effect (Hair et al., 2014). The convergent validity test of reflective indicators was evaluated by looking at the factor loading value for each construct indicator, that a factor loading value of more than 0.7 is acceptable. Furthermore, convergent validity was also tested through the average variance extracted (AVE) value, which is greater than 0.5. For the discriminant validity test, two methods were used, namely comparing the square root of the AVE for each construct with the correlation value between constructs, and cross-loading greater than 0.7 for each variable. In addition, the multicollinearity test is carried out by evaluating the recommended Variance Inflation Factor (VIF) value of less than 5. Finally, the reliability test was carried out using Cronbach's Alpha, and the composite reliability value was above 0.7 (Ghozali & Latan, 2015).

Table 1: Operational Variables

Variables	Label and Items	Scale	Sources
Fintech Access	FTA1- Withdraw money with easily FTA2-Transfer money conveniently FTA3- Deposit money with easily FTA4- Make payment without delay	A five Likert scale.	(Bhat et al., 2024; Gafoor & Amilan, 2024)
Digital Financial Literacy	DFL1-Digital financial knowledge DFL2-Digital financial literacy DFL3-Digital financial awareness DFL4-Self-protection financial fraud	A five Likert scale.	(Choung et al., 2025; Jhonson et al., 2023)
Financial self-control	FSC1-Financial ideal allocation FSC2-Financial most tempting allocation FSC3-Financial Actual Allocation FSC4-Self-control Problem	A five Likert scale.	(Ameriks et al., 2007; Byegon, 2020)
Financial Behavior	FB1-Keep and control personal spending FB2-Compare price before puchasing FB3-Save some money fo future needs FB4-Have a budget spending	A five Likert scale.	(Pangestu & Karnadi, 2020)

5. RESULT AND DISCUSSION

Respondent Profile

The study included a total of 175 participants, with the characteristics of the respondents distributed as show in Table 2. Characteristic analysis reveals that a significant portion of the research participants comprises 103 males (58.86%). In terms of occupation, the largest group is self-employed individuals (64 respondents, 36.6%), followed by private employees (58 respondents, 33.1%), and college students (45 respondents, 25.7%), whereas only a small fraction are civil servants (8 respondents, 4.6%). Regarding education, the majority hold a Bachelor's degree (102 respondents, 58.3%), with 45 respondents (25.7%) still pursuing their studies, 23 respondents (13.1%) holding a Diploma, and only 5 respondents (2.9%) having completed Postgraduate studies. As for income levels, most respondents earn between 3–5 million per month (86 respondents, 49.1%), followed by 79 respondents (45.1%) with a monthly income of 6–10 million. A smaller portion (10 respondents, 5.7%) report an income of more than 10 million.

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Table 2: Characteristic of Respondent

Characteristic	Category	f	%
Gender	Woman	72	41.14
	Man	103	58.86
Occupation	College Students	45	25.72
	Private Employee	58	33.14
	Civil Servant	8	4.57
	Self-Employee	64	36.57
Education	Current Student	45	25.72
	Diploma	23	13.14
	Bachelor	102	58.28
	Post Graduate	5	2.86
Income	3 - 5 million	86	49.14
	6 - 10 million	79	45.14
	> 10 million	10	5.72

Source: Primary data (2025)

Measurement Model Assesment

The assessment of the outer model in data analysis techniques utilizing SmartPLS is grounded in three fundamental criteria: convergent validity, discriminant validity, and composite reliability. The correlation between item scores/component scores estimated with PLS Software is used to evaluate the convergent validity of the measurement model with reflective indicators. An individual reflective measure is considered high if it exhibits a correlation of over 0.70 with the construct being assessed. Nonetheless, according to Chin (1998), a loading value of 0.5 to 0.6 is deemed enough for a preliminary study on the design of a measurement scale. This study employed a loading factor threshold of 0.70. Table 3 shows the convergent validity of the outer model value or correlation between constructs and variables has been met by all of the indicators, as they have loading factor values exceeding 0.670.

Table 3: Outer Loadings (Measurement Model)

Code	Digital Financial Literacy	Financial Behavior	Financial self-control	Fintech Access
DFL1	0.924			
DFL2	0.880			
DFL3	0.921			
DFL4	0.841			
FB1		0.847		
FB2		0.787		
FB3		0.852		
FB4		0.759		
FSC1			0.857	
FSC2			0.868	
FSC3			0.885	
FSC4			0.799	
FTA1				0.707
FTA2				0.705
FTA3				0.781
FTA4				0.771

Source: Primary data (2025)

Further, a correlation analysis of indicators (discriminant validity) is conducted to confirm that each concept of every hidden variable is distinct from the other variables. Table 4 shows the analysis of discriminant validity Value reveals that numerous loading factor values for each indicator of the hidden factors exhibit the highest loading factor value in comparison to their loading values when correlated with other latent variables.

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This indicates that the current latent variables being studied lack sufficient discriminant validity, as several of them exhibit high correlations with other constructs.

Table 4 : Cross Loading as Discriminant Validity Test

Code	Digital Financial Literacy	Financial Behavior	Financial self-control	Fintech Access
DFL1	**0.924**	0.636	0.626	0.605
DFL2	**0.880**	0.602	0.562	0.582
DFL3	**0.921**	0.700	0.614	0.646
DFL4	**0.841**	0.488	0.510	0.509
FB1	0.617	**0.847**	0.589	0.578
FB2	0.576	**0.787**	0.609	0.508
FB3	0.591	**0.852**	0.612	0.564
FB4	0.440	**0.759**	0.572	0.641
FSC1	0.495	0.585	**0.857**	0.605
FSC2	0.491	0.622	**0.868**	0.592
FSC3	0.625	0.692	**0.885**	0.704
FSC4	0.601	0.590	**0.799**	0.509
FTA1	0.324	0.351	0.459	**0.707**
FTA2	0.322	0.378	0.459	**0.705**
FTA3	0.784	0.723	0.602	**0.781**
FTA4	0.398	0.532	0.557	**0.771**

Source: Primary data (2025)

Meanwhile, an acceptable threshold level of discriminant validity was also obtained, as seen from the Heterotrait-Monotrait Ratio (HTMT) value, which was less than 0.90. as recommended by Hair et al. (2017). The analysis results in Table 4 show that all HTMT values are below 0.9.

Table 5: Heterotrait-Monotrait Ratio (HTMT)

Variable	Digital Financial Literacy	Financial Behavior	Financial self-control
Digital Financial Literacy			
Financial Behavior	0.780		
Financial self-control	0.722	0.859	
Fintech Access	0.743	0.853	0.861

Source: Primary data (2025)

The multicollinearity test was conducted by evaluating the recommended Variance Inflation Factor (VIF) value, which is less than 5. The calculation results in Table 7 shows that the VIF value ranges from 1.770 to 2.342, which is less than 5. This finding indicates that the model meets the criteria for no multicollinearity among the research variables.

Table 7: Cross Loading as Discriminant Validity Test

Variables	Financial self-control	Financial Behavior
Fintech Access	1.770	2.342
Digital Financial Literacy	1.770	2.008
Financial self-control	-	2.296

Source: Primary data (2025)

Analysis of Composite Reliability and Average Variance Extracted indicates that all constructs fulfill the reliability criteria. Table 8 shows composite reliability value exceeds 0.70 and the AVE is above 0.50 aligning with the recommended criteria.

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Table 8: Composite Reliability and Average Variance Extracted

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Digital Financial Literacy	0.914	0.925	0.940	0.796
Financial Behavior	0.827	0.829	0.886	0.660
Financial self-control	0.875	0.881	0.914	0.727
Fintech Access	0.736	0.755	0.830	0.550

Source: Primary data (2025)

Structural Model Assesment

The testing of inner models or structural models is carried out to evaluate the relationships among constructs, significance values, and the R-squared of the research model. The evaluation of the structural model is conducted through R-square analysis for the dependent construct of the t-test, alongside the assessment of the significance of the structural path parameter coefficient.

The analysis of the R-square value for the Financial Behaviour variable yielded a result of 0.642. The findings indicate that 64.2% of the variance in the Financial Behaviour variable is described by the simultaneous influence of Digital Financial, Fintech Access and Financial self-control. Table 9 shows R-square value for the Financial self-control variable was determined to be 0.564. This result indicates that 56.4% of the Financial self-control variable is explained by the simultaneous influence of Digital Financial and Fintech Access.

Table 9: R-Square Values

Variable	R-square	R-square adjusted
Financial Behavior	0.642	0.635
Financial self-control	0.564	0.559

Source: Primary data (2025)

The outcomes of the SmartPLS analysis regarding the impact of the Respondent's Digital Financial, Fintech Access and Financial self-control on Financial Behaviour are illustrated in the Figure 2.

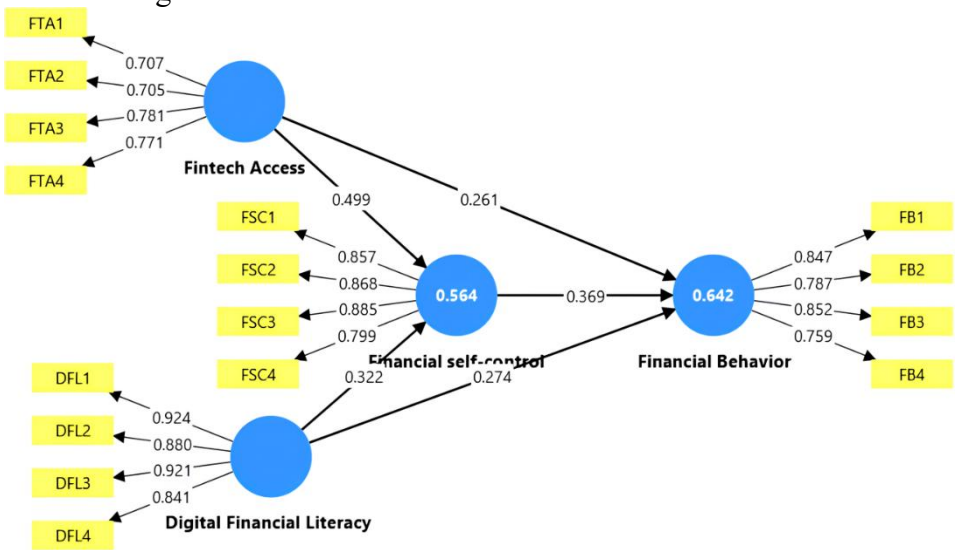

Figure 2. Structural model
Source: Primary data (2025)

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The estimated parameters hold significant value, offering critical insights into the relationship among the research variables. The foundation relied on in evaluating the hypothesis is the value present in the output result for the inner weight. Table 10 presents the estimated output for the evaluation of the structural model.

Table 10 : Result for Inner Weights

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Digital Financial Literacy -> Financial Behavior	0.274	0.275	0.072	3.786	0.000
Digital Financial Literacy -> Financial self-control	0.322	0.328	0.078	4.121	0.000
Financial self-control -> Financial Behavior	0.369	0.369	0.087	4.223	0.000
Fintech Access -> Financial Behavior	0.261	0.261	0.072	3.636	0.000
Fintech Access -> Financial self-control	0.499	0.495	0.086	5.823	0.000

Source: Primary data (2025)

In PLS, statistical testing is conducted for each hypothesized relationship through simulation methods. The bootstrap method is applied to the sample in this instance. The purpose of testing with bootstrap is to reduce the issues associated with abnormal research data. The result in Table 11 shows that all p-values below 0.05, thus H1, H2, H3, and H4 are supported. The analysis of the hypotheses indicates that all proposed hypotheses have been accepted.

Table 11: Direct Effect of Hypothesis Testing

Hypothesis	P Values	Annotation
H1: Fintech access influences financial behavior	0.000	Supported
H2: Digital Financial Literacy Influences Financial Behavior	0.001	Supported
H3: Fintech access influences financial self-control	0.019	Supported
H4: Digital Financial Literacy Influences Financial Self-Control	0.003	Supported

Source: Primary data (2025)

The next analysis is the mediating role of Financial Self-Control on the influence of Fintech access and Digital Financial Literacy as showed in Table 12. The analysis results indicate that Financial self-control mediates the impact of Fintech Access and Digital Financial Literacy to Financial Behaviour. This means that H5 and H6 are supported.

Table 12: Indirect Effect Testing

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Fintech Access -> Financial self-control -> Financial Behaviour	0.184	0.183	0.055	3.342	0.001
Digital Financial Literacy -> Financial self-control -> Financial Behaviour	0.119	0.122	0.043	2.773	0.006

Source: Primary data (2025)

Discussion

The results of the study indicate that, first, the influence of Fintech access on financial behavior is supported. Financial access, along with financial knowledge and financial behavior, are factors that lead to the adoption of financial technology across all

levels of society. This drives Gen Z to broader financial inclusion and a more innovative and efficient digital financial services ecosystem. This result confirms research (Bu et al., 2019; Kartawinata et al., 2024; Zahari et al., 2025). These findings reinforce the understanding that access to financial technology such as mobile banking and payment system, can positively facilitate instant transactions and loans. However, its negative impact is that it can trigger impulsive consumption and excessive debt due to the convenience.

Second, the influence of digital financial literacy on financial behavior is supported. Financial knowledge, supported by awareness and decision-making, is the component of digital financial literacy that most significantly influences financial behavior (Abdallah et al., 2025). It positively impacts individuals, such as Gen Z, in their ability to explore, evaluate, and utilize FinTech services responsibly and effectively. These results confirm the research (Alkhawaldeh et al., 2023; Dogra et al., 2023; Rahayu et al., 2022). Financial literacy factors, such as individual financial technology literacy, can influence Gen Z's attitudes and behaviors toward financial services. Furthermore, as FinTech adoption continues to grow, increased literacy about the potential positive and negative impacts is urgently needed in the future.

Third, the influence of Fintech access on financial self-control is supported. It means financial technology access in the form of withdrawing money easily reduces the risk of impulsive spending due to having cash in hand. In addition, the ease of deposit and transfers, allows Gen Z to immediately move money to savings accounts, investments, or pay off debt. These results confirm the research (Byegon, 2020; Hasan et al., 2023; Rumyati Zeinab & Ruski, 2025), that the increasing ease with which Gen Z can access and use e-wallets (Fintech) has significantly impacted their financial self-management. This impact is then reflected in their consumer behavior, therefore, education is needed to protect them from negative influences like online gambling.

Fourth, the influence of digital financial literacy on financial self-control is supported. This means that there is a significant positive influence of digital financial knowledge, digital financial experience, and digital financial skills on self-control in Gen Z students. These results confirm the research (Bu et al., 2019; Kartawinata et al., 2024; Zahari et al., 2025). Consistently, the empirical evidence suggests that the better a person's understanding and skills in using digital financial services, the more likely they are to have the ability to control their financial behavior.

Fifth, the mediating role of financial self-control in the influence of Fintech access and digital financial literacy on financial behavior is supported. These results confirm that financial innovation in the form of fintech access and digital financial literacy by mediating self-control are determinant factors of financial behavior. To engage in an action, individuals need to exercise self-control, which means having the will to make choices in their own lives. Higher levels of self-control can result in more positive behavior, because individuals can make careful considerations regarding their desires, consistent with the prior finding (Peetz & Davydenko, 2022).

6. CONCLUSION

The conclusion that can be drawn from this research is that Fintech access influences financial behavior, Fintech access influences financial self-control, digital financial literacy influences financial behavior, digital financial literacy influences financial self-control. While financial self-control mediates the effect of Fintech access literacy and digital financial literacy on financial behavior. These findings underpin

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existing literature on the determinants of digital financial behavior, especially in the young generation. It highlights the need for digital financial literacy to improve Fintech self-control for Gen Z in Indonesia, related to the impact of rapidly increasing ease of access to financial digital technology.

The research findings demonstrate that financial technology access and financial digital literacy can improve positive financial behavior. Therefore, university leaders can improve students' financial literacy through seminars, workshops, and other initiatives. A limitation of this study is the small sample size, which does not represent a broader generalization of Generation Z in Indonesia. Furthermore, the sample used was primarily university students. This does not reflect the overall representation of Generation Z in the broader community. Another recommendation for future research is to consider enriching the results by adding other variables such as income, number of dependents, education, and occupation. This would allow for the exploration of other variables that may influence the research results.

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