

ABSTRACT

Indonesia's islamic financial literacy is relatively low when compared to conventional financial literacy. With the largest muslim population in the world, Indonesia has only 8,93% islamic financial literacy, smaller than Malaysia, which is 66%. That makes the government eager to conduct education related to Islamic finance which is regulated in the National Strategy for Indonesian Financial Literacy, especially to students with One Student One Account program. Currently, the number of students is about 7.5 million with islamic financial literacy rate of 31.5%, smaller than the conventional financial literacy rate of 67.1%. This research aims to determine the effect of Islamic financial literacy on financial behavior and the difference between Islamic economics and non-Islamic economics students at Diponegoro University.

The population in this study is Diponegoro University student. A sample of 100 respondents with a purposive sampling approach. The data collection method used in this study is questionnaire. The data analysis uses descriptive analysis and simple linear regression analysis.

The results show that islamic financial literacy has a positive and significant effect on financial behavior between islamic economics students and non-islamic economies. Islamic economics students have a higher Islamic financial literacy index than non-Islamic economics students at 93.9 (very good) while non-Islamic economics students are at 78.9 (very good). Then, Islamic economics students have a financial behavior index that is greater than non-Islamic economics students, which is 84.3 (very good), while non-Islamic economics students are 75.5 (very good). This shows that Islamic economics student have a better comprehension in islamic financial literacy and financial behaviour of non-Islamic economic students at Diponegoro University.

Key Words : *Islamic financial literacy, Financial behaviour, Islamic Economic, Non islamic economic*