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# The Influence of Financial Knowledge, Financial Attitude, and Personality on Financial Management Behavior among MSME Actors: A Study of Ama Wedding Decoration Businesses in Merangin Regency

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**Abstract**

Effective financial management behavior is essential to the sustainability of micro, small, and medium enterprises (MSMEs); however, empirical evidence concerning the roles of financial knowledge, financial attitude, and personality in wedding-decoration businesses remains limited. This study examined the effects of these three factors on the financial management behavior of MSME actors at Ama Wedding Decoration in Merangin Regency. A quantitative survey design was employed, involving the entire population of 40 business actors selected through saturated sampling. Data were collected using a structured questionnaire and analyzed through validity and reliability testing, multiple linear regression, t-tests, an F-test, and the coefficient of determination. The findings indicate that financial knowledge has a positive and significant effect on financial management behavior, whereas financial attitude has a positive but non-significant effect. Personality has a negative and significant effect on financial management behavior. Collectively, the three predictors significantly explain financial management behavior and account for 57.6% of its variance. These findings extend the evidence on the determinants of financial management behavior within the underexamined context of wedding-decoration MSMEs. Practically, the results underscore the importance of strengthening applicable financial knowledge, particularly in bookkeeping, budgeting, separating personal and business finances, and managing cash flow, to promote more effective financial practices and support MSME sustainability.

**Keywords:** Financial Attitude; Financial Knowledge; Financial Management Behavior; MSMEs; Personality

## INTRODUCTION

Micro, small, and medium enterprises (MSMEs) occupy an important position in both developing and emerging economies because they provide employment, generate household income, and sustain economic activity at the local level. The OECD has emphasized that MSMEs constitute the majority of enterprises worldwide, yet many business owners continue to face constraints in accessing finance and developing the financial capabilities required to manage and expand their businesses (Atkinson, 2017; OECD, 2018). The same pattern is evident in Indonesia, where MSMEs account for approximately 64 million business units, absorb about 97% of the national workforce, and contribute more than 60% of gross domestic product (Indonesia, 2026). These figures illustrate the substantial economic role of MSMEs, but their contribution cannot be separated from the ability of business owners to make sound financial decisions. Business continuity therefore depends not only on sales performance and market opportunities but also on how owners plan, allocate, record, control, and evaluate their financial resources.

Financial capability remains a challenge for many Indonesian business owners despite the expansion of access to financial products and services. The 2022 National Survey of Financial Literacy and Inclusion reported a financial literacy index of 49.68%, compared with a financial inclusion index of 85.10%. Although both figures increased from 38.03% and 76.19%, respectively, in 2019, the persistent difference between financial access and financial understanding suggests that wider access does not automatically translate into sound financial decision-making (Keuangan, 2025). A more recent concern was reported in August 2026, when OJK stated that only 3.51% of Indonesian MSMEs had formal financial statements. Inadequate financial records were identified as one of the obstacles preventing MSMEs from accessing formal financing because financial institutions require reliable information to assess business conditions and creditworthiness (Oswaldo, 2026). This situation highlights a practical problem: business owners may have access to financial services while still lacking the knowledge and managerial practices necessary to use financial resources effectively.

Financial management behavior reflects how individuals translate available financial resources into everyday decisions concerning budgeting, cash management, saving, borrowing, expenditure control, and financial planning. Financial knowledge is particularly relevant because business decisions require an understanding of basic financial concepts before owners can evaluate alternatives and anticipate their consequences. Lusardi & Mitchell (2014) argue that financial knowledge influences the quality of economic decision-making, while Perry & Morris (2005) demonstrate that financial behavior is associated with knowledge as well as an individual's perceived ability to control financial outcomes. Financial knowledge should therefore be understood as more than familiarity with financial terminology; for MSME owners, it represents the cognitive capacity to understand cash flows, distinguish personal and business funds, evaluate financing alternatives, prepare budgets, and interpret the financial consequences of business decisions. Evidence from recent studies also indicates that greater financial knowledge is associated with more responsible financial management behavior (Nurpadila et al., 2026).

Financial attitude provides another explanation for why people with similar levels of knowledge may display different financial behaviors. It concerns how individuals perceive money, saving, spending, debt, planning, and the importance of controlling financial resources. A business owner who regards budgeting and record keeping as useful managerial practices is more likely to allocate time and effort to these activities than an owner who considers them unnecessary or burdensome. Studies involving Indonesian MSMEs have generally shown that constructive financial attitudes are associated with better financial management practices. Linda and Nurdin (2022) found that financial attitudes influenced financial management behavior among MSME actors in Tasikmalaya, while Tanjung & Triyani (2023) identified a positive relationship between financial attitudes and financial management behavior among MSMEs in Medan. Similar evidence has been reported by (Astiti et al., 2023). These findings indicate that knowledge becomes more meaningful when accompanied by a disposition to plan, exercise financial discipline, and consider the longer-term implications of financial decisions.

Personality adds a behavioral dimension that cannot be fully explained by knowledge and attitudes alone. Financial decisions are made by individuals who differ in discipline, confidence, risk tolerance, perceived control, persistence, and future orientation. Perry & Morris (2005) showed that perceived personal control plays a meaningful role in explaining financial behavior, suggesting that knowing what should be done does not necessarily guarantee that an individual will act accordingly. Studies of Indonesian MSMEs have also examined personality alongside financial knowledge and financial attitudes, although their results are not entirely consistent. Handayani et al. (2022), for example, reported a positive and significant effect of financial knowledge and a positive effect of financial attitude, but found a negative relationship between personality and financial management behavior among batik MSMEs in Lampung. Other studies have reported positive effects of personality on financial management behavior (Aziz & Zoraya, 2024; Nurpadila et al., 2026). Such differences indicate that the contribution of personality may depend on the characteristics of business owners and the operating environment in which financial decisions are made.

Empirical evidence therefore does not yet provide a completely uniform explanation of the relationships among financial knowledge, financial attitude, personality, and financial management behavior. Several studies have found positive relationships among these variables (Astiti et al., 2023; Tanjung & Triyani, 2023; Tju & Waskito, 2024), whereas other investigations reveal different patterns. Tju & Waskito (2024) found that financial literacy and personality influenced financial management behavior, while financial attitude did not have a significant partial effect. Rahmawati et al. (2024) reported that financial literacy and personality had positive and significant effects, whereas financial attitude showed a negative and significant relationship. Handayani et al. (2022) likewise identified a negative relationship between personality and financial management behavior. Recent studies conducted in Sumenep and the clothing industry have continued to examine these variables in different MSME settings, confirming the importance of contextual investigation rather than assuming that findings from one business sector apply uniformly to another (Nurmaningtyas & Kurniawan, 2024; Rahmawati et al., 2024).

The financial characteristics of wedding-decoration businesses provide a relevant setting in which to examine these relationships. Preliminary observations of Ama Wedding Decoration in Merangin Regency indicate that financial decisions are closely connected with fluctuating customer orders, purchases and maintenance of decoration materials, equipment rental, labor payments, and the need to retain sufficient cash for subsequent projects. Financial recording is still relatively simple, regular budgeting is not consistently practiced, and medium- to long-term financial planning receives less attention than immediate operational needs. Decisions concerning debt and external financing also vary: some business actors use installment-based purchases to maintain cash flow, whereas others prefer to avoid debt because of perceived risks and personal considerations. Profits tend to be reinvested directly in the business, while investment alternatives outside the business are less familiar. These conditions make financial management a practical issue that directly affects the owner's ability to distinguish actual profit, maintain liquidity, prepare for periods of lower demand, and finance future business development.

The research gap in this study lies primarily in its **sectoral and contextual setting rather than in the introduction of entirely new financial constructs**. Previous studies have examined the combination of financial knowledge, financial attitude, personality, and financial management behavior among batik businesses, market traders, culinary MSMEs, clothing businesses, and other general MSME populations (Handayani et al., 2022; Nurmaningtyas & Kurniawan, 2024). Kusumaningrum et al. (2025) further demonstrate that these three individual-level factors remain relevant in explaining MSME financial behavior, but the strength and direction of their relationships may vary across settings. Wedding-decoration services have received considerably less attention, despite operating with project-based revenues, seasonally changing demand, relatively substantial inventories or reusable decoration assets, and recurring decisions about cash allocation for each event. Examining these factors in Ama Wedding Decoration therefore extends existing evidence to a creative-service MSME context in Merangin Regency and provides a more specific understanding of how cognitive, attitudinal, and personal characteristics are associated with day-to-day financial management.

This study consequently focuses on financial management behavior as an outcome shaped by the interaction between what business owners know about finance, how they perceive and respond to financial matters, and the personal characteristics that guide their decisions. Such an approach is expected to provide empirical evidence that is relevant not only to the academic discussion of MSME financial behavior but also to the everyday realities of small business owners who must make financial decisions under limited resources and changing market conditions. Accordingly, this study aims to analyze the effects of financial knowledge, financial attitude, and personality on the financial management behavior of MSME actors at Ama Wedding Decoration in Merangin Regency.

## METHODS

This study employed a quantitative approach with a survey-based explanatory design to examine the effects of financial knowledge, financial attitude, and personality on financial management behavior among MSME actors. A quantitative approach was considered appropriate because the study focused on testing relationships among measurable variables and evaluating the proposed hypotheses through statistical procedures. Creswell and Creswell (2018) explain that quantitative research is suitable for examining relationships among variables using numerical data and statistical analysis. A survey design was used because the required data were collected directly from respondents through a structured questionnaire, allowing the researchers to obtain information about respondents' financial knowledge, financial attitudes, personality characteristics, and financial management behavior in a systematic manner. Similar quantitative designs have also been applied in previous studies examining financial management behavior among MSME actors (Handayani et al., 2022; Tju & Waskito, 2024).

The population of this study consisted of 40 MSME actors associated with Ama Wedding Decoration in Merangin Regency who met the research criteria. Because the population was relatively small and could be reached in its entirety, this study applied saturated sampling, in which all members of the population were included as research respondents. Sugiyono (2019) explains that saturated sampling is appropriate when all members of a relatively limited population are used as the research sample. Therefore, the final sample consisted of 40 respondents. Primary data were collected using a structured questionnaire covering four research variables: financial knowledge, financial attitude, personality, and financial management behavior. Before hypothesis testing, the questionnaire was examined for validity and reliability. Item validity was determined by comparing the calculated correlation coefficient with the critical correlation value. An item was considered valid when the calculated r value was greater than the r-table value. Reliability was assessed using Cronbach's alpha, with a coefficient of 0.60 or higher indicating acceptable internal consistency. These procedures are consistent with those applied in previous research on financial management behavior among MSME actors (Handayani et al., 2022).

The data were analyzed using descriptive and inferential statistical techniques with the assistance of statistical data-processing software. Descriptive statistics were used to summarize the characteristics and distribution of each research variable through the mean, minimum value, maximum value, and standard deviation. Multiple linear regression analysis was then employed to examine the effects of financial knowledge, financial attitude, and personality on financial management behavior. The regression model was formulated as $Y = a + b1X1 + b2X2 + b3X3 + e$, where Y represents financial management behavior, X1 represents financial knowledge, X2 represents financial attitude, X3 represents personality, a represents the constant, b1, b2, and b3 represent the regression coefficients, and e represents the error term. The t-test was used to examine the partial effect of each independent variable, while the F-test was used to assess their simultaneous effect on financial management behavior. Statistical significance was determined at the 5 percent level, with a significance value below 0.05 indicating a statistically significant effect. The coefficient of determination, or R-squared, was also used to determine the proportion of variation in financial management behavior explained collectively by financial knowledge, financial attitude, and personality (Handayani et al., 2022).

## RESULTS

### 1. Instrument Validity and Reliability

The validity test was conducted to determine whether each questionnaire item adequately measured the intended construct. The assessment was based on a comparison between the calculated correlation coefficient and the critical correlation value used in the original analysis. Based on the thesis data, an item was considered valid when the calculated r value exceeded the r-table value of 0.278. As presented in Table 1, all 24 questionnaire items met the validity criterion. The item correlation coefficients ranged from 0.479 to 0.854 for financial knowledge, from 0.598 to 0.853 for financial attitude, from 0.358 to 0.653 for personality, and from 0.301 to 0.712 for financial management behavior. These results indicate that all questionnaire items were retained for subsequent analysis.

**Table 1. Validity Test Results**

| Variable | Number of Items | Range of r-count | r-table | Result |
|---|---|---|---|---|
| Financial Knowledge | 10 | 0.479–0.854 | 0.278 | All items valid |
| Financial Attitude | 3 | 0.598–0.853 | 0.278 | All items valid |
| Personality | 3 | 0.358–0.653 | 0.278 | All items valid |
| Financial Management Behavior | 8 | 0.301–0.712 | 0.278 | All items valid |

The reliability of the research instrument was assessed using Cronbach's alpha. Table 2 shows that the overall Cronbach's alpha coefficient was 0.881 for the 24 questionnaire items. This value exceeded the minimum criterion of 0.60 adopted in the study, indicating satisfactory internal consistency. The questionnaire was therefore considered sufficiently reliable for further statistical analysis.

**Table 2. Reliability Test Result**

| Cronbach's Alpha | Number of Items | Interpretation |
|---|---|---|
| 0.881 | 24 | Reliable |

## 2. Partial Effects of Financial Knowledge, Financial Attitude, and Personality

Multiple linear regression analysis was conducted to examine the individual effects of financial knowledge, financial attitude, and personality on financial management behavior. The regression coefficients and partial hypothesis-testing results are presented in Table 3.

**Table 3. Multiple Linear Regression and Partial Hypothesis Test Results**

| Variable | B | Std. Error | Beta | t | Sig. | Interpretation |
|---|---|---|---|---|---|---|
| Constant | 22.713 | 3.985 | – | 5.699 | < 0.001 | – |
| Financial Knowledge | 0.472 | 0.082 | 0.747 | 5.721 | < 0.001 | Positive and significant |
| Financial Attitude | 0.385 | 0.269 | 0.178 | 1.430 | 0.161 | Positive but not significant |
| Personality | -1.182 | 0.409 | -0.350 | -2.889 | 0.007 | Negative and significant |

Table 3 shows that financial knowledge had a positive and statistically significant effect on financial management behavior, with a regression coefficient of 0.472, a standardized beta coefficient of 0.747, and a t value of 5.721 ($p < 0.001$). This finding indicates that higher financial knowledge was associated with better financial management behavior among the respondents. Financial knowledge also produced the largest standardized coefficient among the three predictors, indicating that it made the strongest statistical contribution to the regression model.

Financial attitude produced a positive regression coefficient of 0.385 and a standardized beta coefficient of 0.178. However, its effect was not statistically significant, as indicated by a t value of 1.430 and a significance level of 0.161. The result suggests that differences in financial attitude were not sufficient to explain statistically significant differences in financial management behavior within the observed sample.

Personality showed a negative and statistically significant association with financial management behavior. The regression coefficient was -1.182, with a standardized beta coefficient of -0.350, a t value of -2.889, and a significance level of 0.007. Accordingly, an increase of one unit in the personality score, as operationalized by the questionnaire used in this study, was associated with a decrease of 1.182 units in the financial management behavior score, while the other independent variables were held constant. The negative coefficient should be interpreted according to the direction and scoring of the personality indicators used in the instrument.

### 3. Simultaneous Effect of the Independent Variables

The simultaneous effect of financial knowledge, financial attitude, and personality on financial management behavior was examined using the F-test. The analysis of variance results are presented in Table 4.

**Table 4. Simultaneous Significance Test**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 614.512 | 3 | 204.837 | 16.319 | < 0.001 |
| Residual | 451.888 | 36 | 12.552 | – | – |
| Total | 1,066.400 | 39 | – | – | – |

As shown in Table 4, the regression model generated an F value of 16.319 with a significance level below 0.001. The result demonstrates that financial knowledge, financial attitude, and personality, when considered jointly, had a statistically significant relationship with financial management behavior. Thus, the three independent variables collectively contributed to explaining differences in financial management behavior among the MSME actors included in the study.

### 4. Coefficient of Determination

The explanatory power of the regression model was evaluated using the coefficient of determination. The results are presented in Table 5.

**Table 5. Coefficient of Determination**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.759 | 0.576 | 0.541 | 3.543 |

Table 5 shows an R value of 0.759, indicating a relatively strong relationship between the set of independent variables and financial management behavior. The R Square value of 0.576 indicates that 57.6% of the variation in financial management behavior was explained collectively by financial knowledge, financial attitude, and personality. The remaining 42.4% was attributable to other factors not included in the regression model. The adjusted R Square value of 0.541 indicates that, after accounting for the number of predictors included in the model, approximately 54.1% of the variance in financial management behavior remained explainable by the three independent variables.

### 5. Multiple Linear Regression Model

Based on the unstandardized coefficients presented in Table 3, the multiple linear regression equation was formulated as follows:

$$Y = 22.713 + 0.472X1 + 0.385X2 - 1.182X3 + e \quad (1)$$

where Y represents financial management behavior, X1 represents financial knowledge, X2 represents financial attitude, X3 represents personality, and e represents the error term.

Equation (1) shows that the constant value was 22.713. Holding the other predictors constant, every one-unit increase in financial knowledge was associated with a 0.472-unit increase in financial management behavior. A one-unit increase in financial attitude was associated with a 0.385-unit increase in financial management behavior, although this relationship was not statistically significant. By contrast, a one-unit increase in the measured personality score was associated with a 1.182-unit decrease in financial management behavior. Taken together, the results indicate that financial knowledge and personality were statistically significant predictors of financial management behavior, whereas financial attitude did not demonstrate a significant partial effect in this sample.

## DISCUSSION

The findings reveal that financial knowledge, financial attitude, and personality do not contribute to financial management behavior in the same way. Financial knowledge showed a positive and statistically significant relationship with financial management behavior, financial attitude showed a positive but non-significant relationship, while personality demonstrated a negative and significant relationship. The regression model was significant when the three predictors were considered simultaneously and explained 57.6% of the variation in financial management behavior. These results suggest that financial behavior among MSME actors cannot be understood solely from their willingness to manage money carefully. Knowledge and individual characteristics also shape how financial decisions are translated into everyday business practices.

### 1. Financial Knowledge and Financial Management Behavior

Financial knowledge had a positive and significant effect on financial management behavior, with an unstandardized coefficient of 0.472, a standardized coefficient of 0.747, and a significance value below 0.001. The standardized coefficient was the largest among the three predictors, showing that financial knowledge had the strongest statistical relationship with financial management behavior in this sample. This result indicates that respondents with a better understanding of financial matters were more likely to demonstrate sound financial management practices. For small business owners, such knowledge is not limited to understanding financial terminology. It is reflected in their ability to record transactions, prepare budgets, distinguish business funds from personal funds, monitor cash flows, and consider financial consequences before allocating resources.

This finding is consistent with Humaira & Sagoro (2018), , who reported a positive relationship between financial knowledge and financial management behavior among batik MSME owners in Bantul. Handayani et al. (2022) also found that financial knowledge positively influenced financial management behavior among batik MSMEs in Lampung. Similar evidence was reported by (Mardahleni, 2020; Nisa et al., 2020), although these studies involved different populations and business environments. The consistency of these findings suggests that financial knowledge provides business owners with a practical basis for making more deliberate financial decisions. This relationship is particularly relevant to wedding-decoration businesses because income and expenditure may vary considerably between projects and wedding seasons. Owners who understand budgeting and cash-flow management are better positioned to reserve funds for operational expenses, replace or maintain decoration equipment, and avoid using business income indiscriminately for personal purposes.

**2. Financial Attitude and Financial Management Behavior**

Financial attitude showed a positive coefficient of 0.385 and a standardized coefficient of 0.178, but the relationship was not statistically significant at the 5% level ($p = 0.161$). The positive direction indicates that a more favorable attitude toward financial planning and control tended to accompany better financial management behavior, although the evidence was insufficient to establish a statistically significant relationship in this sample. This finding deserves attention because a positive view of budgeting, saving, or careful debt management does not necessarily mean that these views are consistently translated into actual financial practices. MSME owners may acknowledge the importance of financial planning while continuing to prioritize immediate operational demands when managing their businesses.

The non-significant finding is consistent with Nisa et al. (2020) , who found that financial attitude did not significantly influence financial management behavior among MSMEs in the creative-economy culinary subsector in Malang. Tju and Waskito (2024) similarly reported that financial attitude did not have a partial effect on financial management behavior among MSME actors in Suradadi. More recent evidence from Wardani et al. (2025)

also showed no significant effect of financial attitude among MSMEs in Tanah Laut. Other studies, however, have produced different results. Humaira and Sagoro (2018) found a positive influence of financial attitude, while Nurpadila et al. (2026) reported a positive and significant relationship. These differences indicate that financial attitude may operate differently across business settings. In the present context, a favorable attitude toward prudent financial management may need to be accompanied by sufficient knowledge, routine bookkeeping practices, and appropriate financial systems before it becomes visible in actual behavior.

**3. Personality and Financial Management Behavior**

Personality had a negative and statistically significant relationship with financial management behavior, with an unstandardized coefficient of -1.182, a standardized coefficient of -0.350, and a significance value of 0.007. This finding means that higher scores on the personality measure used in this study were associated with lower financial management behavior scores after financial knowledge and financial attitude were statistically controlled. The result should be interpreted carefully. It does not imply that personality is inherently detrimental to financial management. The negative direction is dependent on how the personality indicators and response scores were operationalized in the questionnaire. Without examining the meaning and direction of each personality item, the coefficient should not automatically be interpreted as evidence that particular traits, such as risk avoidance or lack of confidence, cause poorer financial management.

The direction of this finding is similar to that reported by Handayani et al. (2022), who identified a negative relationship between personality and financial management behavior in their study of batik MSMEs in Lampung. It differs, however, from Humaira & Sagoro (2018), whose studies generally identified positive relationships between personality and financial management behavior. Mardahleni (2020) also found that personality did not have a significant partial effect on household financial management behavior. These contrasting results strengthen the argument that personality should not be treated as a uniform predictor across populations. The effect may vary according to the dimensions measured, the scoring direction of the instrument, business characteristics, and the financial environment in which respondents make decisions. For Ama Wedding Decoration MSME actors, this finding points to the importance of examining not merely whether personality matters, but which behavioral tendencies are most relevant when owners make financial decisions.

**4. Simultaneous Effect and Implications of the Findings**

Financial knowledge, financial attitude, and personality jointly produced a statistically significant regression model, with an F value of 16.319 and a significance value below 0.001. The R Square value of 0.576 indicates that the three variables collectively explained 57.6% of the variation in financial management behavior, whereas 42.4% was associated with factors outside the model. The simultaneous result is broadly consistent with Humaira & Sagoro (2018), also demonstrate that financial management behavior is better understood through the combined contribution of several individual-level factors rather than through a single determinant. The present study nevertheless adds a different empirical pattern because financial knowledge emerged as the strongest predictor, financial attitude was not statistically significant, and personality showed a negative coefficient.

The findings offer both theoretical and practical implications. From an academic perspective, the results reinforce the view that financial management behavior among MSME actors is multidimensional. Knowledge, attitudes, and personal characteristics may interact differently depending on the type of enterprise and its operating conditions. The inconsistent findings across previous studies also suggest that results obtained from culinary, batik, clothing, or general MSME populations should not automatically be generalized to creative service businesses. From a practical perspective, financial-capacity programs for small wedding-decoration businesses should place considerable emphasis on applicable financial knowledge. Training would be more useful when it moves beyond general financial awareness and addresses routine bookkeeping, separation of personal and business finances, project-based budgeting, cash-flow planning, debt evaluation, and preparation for periods of fluctuating demand. The non-significant effect of financial attitude further suggests that encouraging positive perceptions toward financial planning may be insufficient unless business owners are also provided with practical skills and simple financial-management tools that can be incorporated into their daily operations.

Several limitations should be considered when interpreting these findings. The study involved only 40 respondents associated with Ama Wedding Decoration in Merangin Regency, which limits the extent to which the findings can be generalized to wedding-decoration MSMEs or other business sectors. The cross-sectional design captured respondents' financial conditions and perceptions at one point in time and therefore does not establish changes in financial behavior over time. The use of self-reported questionnaires may also introduce response bias because reported practices may not always correspond fully with actual financial records. The model explained 57.6% of the variance in financial management behavior, indicating that other factors, such as income, business experience, financial literacy, locus of control, access to financial services, financial technology use, and business size, may also contribute to financial management behavior. Future studies could involve larger and more diverse MSME populations, incorporate additional explanatory variables, examine the dimensions and scoring of personality more closely, and combine questionnaire responses with financial records or interviews to obtain a more comprehensive understanding of how MSME owners manage their financial resources.

## CONCLUSION

Based on the research findings and discussion, financial knowledge was found to have a positive and significant effect on the financial management behavior of MSME actors at Ama Wedding Decoration in Merangin Regency. This finding indicates that respondents with better financial knowledge tended to demonstrate more effective financial management practices, particularly in relation to financial recording, budgeting, cash-flow management, and the allocation of business funds. Financial attitude showed a positive but statistically non-significant effect, suggesting that a favorable attitude toward financial planning and control was not, by itself, sufficient to produce a significant change in financial management behavior. Personality, meanwhile, had a negative and significant relationship with financial management behavior. This result should be interpreted in accordance with the direction and scoring of the personality indicators used in the study rather than as evidence that personality is inherently detrimental to financial management.

Financial knowledge, financial attitude, and personality jointly had a significant relationship with financial management behavior and explained 57.6% of its variation, while the remaining 42.4% was associated with factors outside the research model. Among the three predictors, financial knowledge showed the strongest statistical contribution, emphasizing the importance of practical financial understanding for MSME owners. These findings suggest that efforts to strengthen financial management among wedding-decoration MSMEs should prioritize applicable financial skills, including systematic bookkeeping, separation of personal and business finances, budgeting, and cash-flow planning. Future studies are recommended to involve larger and more diverse MSME populations and to examine additional factors such as business experience, income, access to finance, financial technology use, locus of control, and business size in order to provide a broader understanding of financial management behavior.

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