

THE EFFECT OF FINANCIAL LITERACY AND DIGITAL LITERACY ON WORK READINESS OF APPLIED ACCOUNTING GRADUATE STUDENTS FE UNY

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ABSTRACT

This study aims to: (1) analyze the effect of financial literacy on the work readiness of undergraduate students of Applied Accounting FE UNY. (2) Analyzing the influence of digital literacy on the work readiness of undergraduate students of Applied Accounting FE UNY. The approach used in this study is a quantitative approach by testing hypotheses. The population used in this study were all undergraduate students of Applied Accounting, Faculty of Economics, Yogyakarta State University Class of 2019 and 2020, totalling 256 students. The sample in this study was 156 students. Data analysis using SmartPLS 3.0. The conclusion of this study is that financial literacy has a significant positive effect on work readiness and digital literacy has a significant positive effect on work readiness. This shows that undergraduate students of applied accounting must be able to improve their financial literacy and digital literacy in order to support their work readiness when they graduate from university.

Kata Kunci: *Financial Literacy, Digital Literacy, Work Readiness*