

## ABSTRACT

*Fajriyatul Barokah. 2023. "The Influence of Financial Literacy, Peer Influence, and Cognitive Dissonance on Consumer Behavior" (A Survei on High School Students in Tasikmalaya City). Department of Economics Education, Faculty of Education, Universitas Siliwangi, Tasikmalaya. Under the supervision of Dr. H. Yoni Hermawan, Drs., M.Pd., and Astri Srigustini, M.Pd.*

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*The problem addressed in this study is that high school students in Tasikmalaya tend to have excessive consumption of non-essential needs and struggle to prioritize their consumption. This research adopts a quantitative research method using a survei design, specifically an explanatory survei. The population of this study consists of all eleventh-grade students in public high schools in Tasikmalaya. The sampling technique used is probability sampling, specifically proportionate random sampling, resulting in a sample size of 367 students. Data collection is done through questionnaires, and data analysis employs the SPSS 25.0 for Windows software.*

*The findings of the study indicate the following: 1) There is a significant influence of financial literacy on consumer behavior, with a significance value of 0.045. 2) There is a significant influence of peer influence on consumer behavior, with a significance value of 0.029. 3) There is a significant influence of cognitive dissonance on consumer behavior, with a significance value of 0.029. 4) There is a significant influence of financial literacy, peer influence, and cognitive dissonance on consumer behavior, with a significance value of 0.000.*

*Keywords: Cognitive Dissonance, Financial Literacy, Consumer Behavior, Peer Influence.*