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DEVELOPING PERSONAL FINANCES HEALTH MEASUREMENT INDEX AND CALCULATOR FOR YOUNG ADULTS BASED ON FINANCIAL AND EMOTIONAL ASPECTS

(Membangunkan Indeks Pengukuran Kesihatan Kewangan Peribadi dan Kalkulator untuk Golongan Belia Berdasarkan Aspek Kewangan dan Emosi)

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ABSTRACT

Measurement of healthy personal finances is mostly centered on the tangible assets and liabilities assessments, without considering of the emotional aspects that may lead young adults to save (or spend) money based on impulses and other emotional driving factors. This study aims to develop a measurement index to form a personal finances scorecard and calculator that can provide assessment on financial performance among young adults, from the tangible and emotional aspects. The balanced scorecard introduced by Kaplan and Norton (1992) and Yang *et al.* (2010) will be extended into a proposed personal financial balanced scorecard (PFBSC) to achieve the objective. A financial measurement quadrant is constructed with color-coded scorecard to improve visualization and give better understanding of the result. The findings suggest that the developed scorecard and calculator is easy to use, suitable for young adults, and able to capture both the tangible and emotional aspects of personal finances indicators.

Keywords: balanced scorecard; financial literacy; personal finances measurement index; sustainable lifestyle

ABSTRAK

Pengukuran kewangan peribadi yang sihat kebanyakannya tertumpu pada penilaian aset dan liabiliti ketara, tanpa mengambil kira aspek emosi yang boleh menyebabkan golongan belia menyimpan (atau membelanjakan) wang berdasarkan dorongan dan faktor pemacu emosi yang lain. Kajian ini bertujuan untuk membangunkan indeks pengukuran untuk membentuk kad skor kewangan peribadi dan kalkulator yang boleh memberikan penilaian prestasi kewangan di kalangan orang muda, dari aspek yang ketara serta aspek emosi. Kad skor seimbang yang diperkenalkan oleh Kaplan dan Norton (1992) dan Yang *et al.* (2010) akan diperluaskan ke dalam cadangan kad skor seimbang kewangan peribadi (PFBSC) untuk mencapai objektif kajian. Kuadran pengukuran kewangan dibina dengan kad skor berkod warna untuk meningkatkan visualisasi dan memberikan pemahaman yang lebih baik tentang hasilnya. Penemuan menunjukkan bahawa kad skor dan kalkulator yang dibangunkan mudah digunakan, sesuai untuk golongan muda, dan dapat mengenalpasti kedua-dua aspek ketara dan emosi dalam penunjuk kewangan peribadi.

Kata kunci: kad skor seimbang; celik kewangan; indeks pengukuran kewangan peribadi; gaya hidup mampan

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