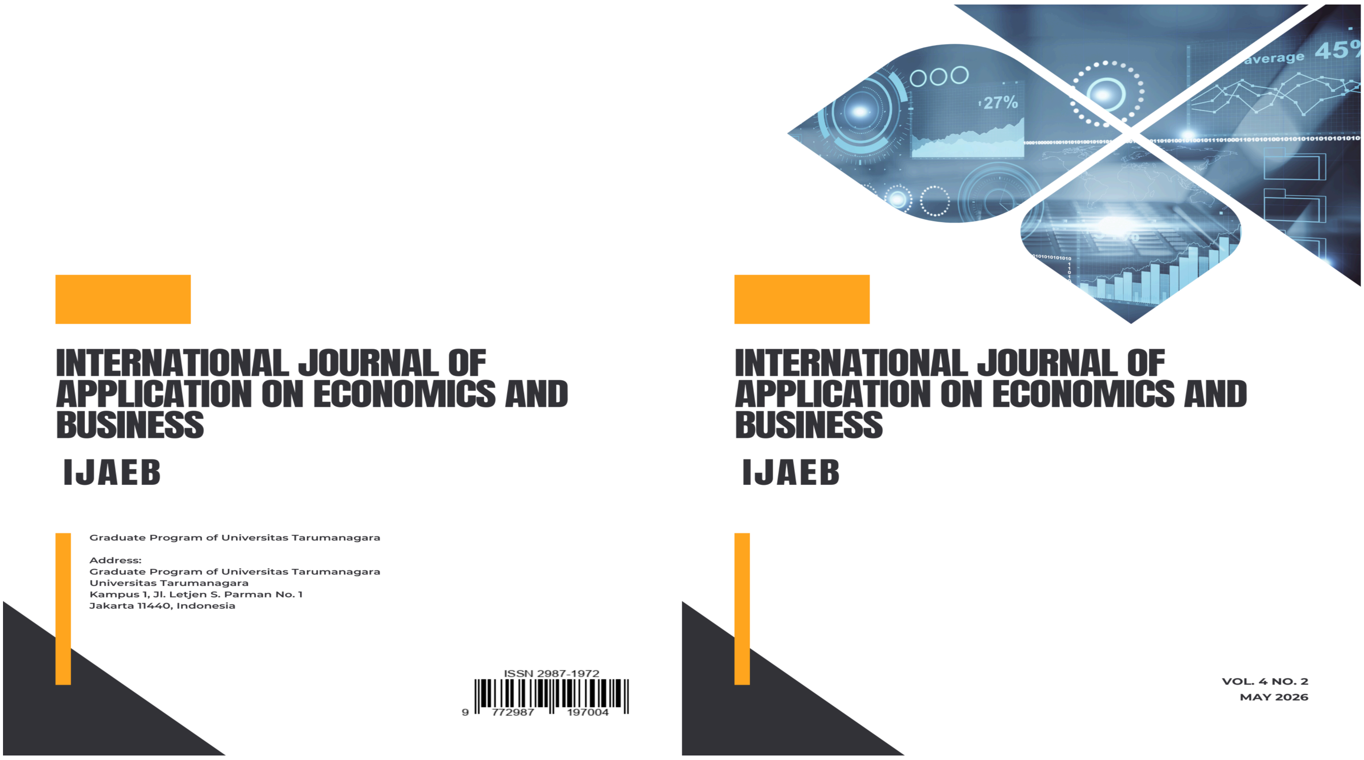

(https://journal.untar.ac.id/index.php/ijaeb/issue/view/1000)

Published: 2026-05-29

Articles

PROFITABILITY, RISK, AND COMPANY SIZE: UNVEILING THEIR ROLE IN ESG DISCLOSURE (https://journal.untar.ac.id/index.php/ijaeb/article/view/37952)

Elysia Stephanie, Yanti Yanti
338-348

https://doi.org/10.24912/ijaeb.v4i2.338-348%20 (https://doi.org/10.24912/ijaeb.v4i2.338-348%20)

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37952/23252)

ASSESSING PORTFOLIO EFFICIENCY THROUGH RISK-ADJUSTED MEASURES: A COMPARATIVE ANALYSIS OF MARKOWITZ AND SINGLE INDEX MODELS (https://journal.untar.ac.id/index.php/ijaeb/article/view/37953)

Steven Imanuel, Rousilita Suhendah

INTERNATIONAL JOURNAL OF APPLICATION ON ECONOMICS AND BUSINESS
IJAEB E-ISSN 2987-1972
UNTAR Universitas Tarumanagara

Editorial Team

Abstract : 18 | PDF : 33

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37957/23257)

THE EFFECT OF CAPITAL STRUCTURE, FIRM SIZE, GROWTH AND INVESTMENT OPPORTUNITY SET ON EARNINGS QUALITY (https://journal.untar.ac.id/index.php/ijaeb/article/view/37958)

Harris Wibowo, Sufiyati Sufiyati
397-406

https://doi.org/10.24912/ijaeb.v4i2.397-406%20 (https://doi.org/10.24912/ijaeb.v4i2.397-406%20)
Abstract : 16 | PDF : 25

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37958/23258)

DETERMINANTS OF CAPITAL STRUCTURE IN CONSUMER NON-CYCLICALS COMPANIES LISTED ON IDX FOR 2021-2024 (https://journal.untar.ac.id/index.php/ijaeb/article/view/37959)

Davin Edrick, Merry Susanti
407-419

https://doi.org/10.24912/ijaeb.v4i2.407-419%20 (https://doi.org/10.24912/ijaeb.v4i2.407-419%20)
Abstract : 18 | PDF : 23

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37959/23259)

CHARACTERISTICS OF AUDIT COMMITTEES AND SUSTAINABILITY REPORTING (https://journal.untar.ac.id/index.php/ijaeb/article/view/37960)

Rosmita Rasyid, Sparta, Billy Billy
420-432

https://doi.org/10.24912/ijaeb.v4i2.420-432%20 (https://doi.org/10.24912/ijaeb.v4i2.420-432%20)
Abstract : 16 | PDF : 21

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37960/23260)

THE EFFECT OF BRAND IMAGE, EWOM, PRODUCT QUALITY, AND PRICE ON PURCHASE INTENTION OPPO SMARTPHONE IN JAKARTA (https://journal.untar.ac.id/index.php/ijaeb/article/view/37961)

Pramudya Gusti Kelana, Galuh Mira Saktiana
433-440

https://doi.org/10.24912/ijaeb.v4i2.433-440%20 (https://doi.org/10.24912/ijaeb.v4i2.433-440%20)
Abstract : 12 | PDF : 24

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37961/23261)

485-493

https://doi.org/10.24912/ijaeb.v4i2.485-493%20 (https://doi.org/10.24912/ijaeb.v4i2.485-493%20)
Abstract : 19 | PDF : 23

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37967/23267)

ENTREPRENEURIAL ORIENTATION, DIGITAL TRANSFORMATION, AND INNOVATION IN JAKARTA FASHION MSMEs PERFORMANCE (https://journal.untar.ac.id/index.php/ijaeb/article/view/37968)

Keshia Aurelia Agatha, Louis Utama
494-503

https://doi.org/10.24912/ijaeb.v4i2.494-503%20 (https://doi.org/10.24912/ijaeb.v4i2.494-503%20)
Abstract : 28 | PDF : 24

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37968/23268)

STRENGTHENING REPURCHASE INTENTION THROUGH PERCEIVED VALUE: EMPIRICAL EVIDENCE FROM JAKARTA'S ORGANIC FOOD CONSUMERS (https://journal.untar.ac.id/index.php/ijaeb/article/view/37969)

Cindy Carysta, Tommy Setiawan Ruslim
504-515

https://doi.org/10.24912/ijaeb.v4i2.504-515%20 (https://doi.org/10.24912/ijaeb.v4i2.504-515%20)
Abstract : 16 | PDF : 35

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37969/23269)

FACTORS INFLUENCING REVISIT INTENTION IN AQUARIUM ATTRACTION: THE MEDIATING ROLE OF TOURIST SATISFACTION (https://journal.untar.ac.id/index.php/ijaeb/article/view/37970)

Vannie Setiady, Miharni Tjokrosaputro
516-526

https://doi.org/10.24912/ijaeb.v4i2.516-526%20 (https://doi.org/10.24912/ijaeb.v4i2.516-526%20)
Abstract : 16 | PDF : 26

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/37970/23270)

FACTORS EFFECTING GENERATION Z' FINANCIAL WELL-BEING IN EAST KALIMANTAN (https://journal.untar.ac.id/index.php/ijaeb/article/view/37971)

Angelina Pilipus, Joyce A. Turangan
527-533

https://doi.org/10.24912/ijaeb.v4i2.527-533%20 (https://doi.org/10.24912/ijaeb.v4i2.527-533%20)
Abstract : 13 | PDF : 18

https://doi.org/10.24912/ijaeb.v4i2.632-637%20 (https://doi.org/10.24912/ijaeb.v4i2.632-637%20)

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/38231/23466)

A CASE STUDY OF TRADITIONAL MANUFACTURING INDUSTRY TRANSFORMATION TO TECHNICAL SERVICES INDUSTRY (https://journal.untar.ac.id/index.php/ijaeb/article/view/38232)

Liang-Te Chiang, Chin-Chiuan Lin, Te-Tsai Lu
638-647

https://doi.org/10.24912/ijaeb.v4i2.638-647%20 (https://doi.org/10.24912/ijaeb.v4i2.638-647%20)

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/38232/23467)

A PRELIMINARY EXPLORATION of BLUE ECONOMY DEVELOPMENT and GOVERNANCE MODELS in TAIWAN'S OFFSHOR ISLANDS (https://journal.untar.ac.id/index.php/ijaeb/article/view/38233)

Kan-Chung Huang , Yu-Ting Hung, Chao-Li Tai , Ching-Yun Lee
648-659

https://doi.org/10.24912/ijaeb.v4i2.648-659%20 (https://doi.org/10.24912/ijaeb.v4i2.648-659%20)

PDF (https://journal.untar.ac.id/index.php/ijaeb/article/view/38233/23468)

TOOLS

use APA style, download here

APA Style (https://csl.mendeley.com/styleInfo/?styleId=http%3A%2F%2Fwww.zotero.org%2Fstyles%2Fapa)

Template

DOC

(https://docs.google.com/document/d/1b14ZM9LhreVEtxDg2HL4BRiXJLwnku2s/edit?usp=sharing&ouid=113036177340782085542&rtpof=true&sd=true)

PROFILE MENU

- Contact
- Editorial Team (/index.php/ijaeb/about/editorialTeam)
- Focus and Scope (/index.php/ijaeb/about#focusAndScope)
- Indexing (https://journal.untar.ac.id/index.php/ijaeb/indexing)

ISSN

ISSN 2987-1972

9 772987 197004 (https://issn.brin.go.id/terbit/detail/20230426411707807)

ISSN PUSAT NASIONAL ISSN INDONESIA (https://issn.brin.go.id/terbit/detail/20230426411707807)

International Journal of Application on Economics and Business (IJAEB)
Volume 4, Issue 2, 2025. ISSN: 2987-1972

FACTORS EFFECTING GENERATION Z' FINANCIAL WELL-BEING IN EAST KALIMANTAN

Angelina Pilipus[1], Joyce A. Turangan[2*]

[1] Faculty of Economics and Business, Universitas Tarumanagara, Jakarta, Indonesia
Email: angelina.115220307@stu.untar.ac.id
[2] Faculty of Economics and Business, Universitas Tarumanagara, Jakarta, Indonesia *
Email: joycet@fe.untar.ac.id

*Corresponding Author

Submitted: 21-03-2026, Revised: 12-04-2026, Accepted: 29-04-2026

ABSTRACT

Financial well-being has become an increasingly important aspect of personal stability, particularly among Generation Z, who are highly engaged with digital financial systems and online economic activities. This study examines the influence of several key financial-related factors on the financial well-being of Generation Z in East Kalimantan. A quantitative approach was applied using an online survey administered to 219 respondents aged 18–27 years who met the established sampling criteria. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that all examined factors have a positive and significant effect on financial well-being. These results highlight the importance of strengthening financial understanding, improving access to financial services, and encouraging responsible financial practices to enhance the financial well-being of Generation Z.

Keywords: *Financial Literacy, Financial Inclusion, Financial Behavior, Financial Well-Being, Generation Z*

1. INTRODUCTION

The rapid development of digital technology has significantly transformed the way individuals manage their finances. Services such as digital wallets, mobile banking, pay-later facilities, and online lending have become increasingly integrated into everyday financial activities. While these innovations improve transactional efficiency and accessibility, they also encourage more immediate and consumption-oriented financial behavior, particularly among Generation Z, a cohort characterized by high digital exposure and technological adaptability.

However, greater access to financial services does not necessarily imply stronger financial management capability. In Indonesia, Generation Z has emerged as one of the most active user groups of digital financial products, including online lending, which may increase the risk of impulsive and poorly planned financial decisions when not supported by adequate financial understanding. In this regard, financial literacy plays a fundamental role in shaping sound financial decision-making. Individuals with higher financial literacy are generally better able to evaluate risks, understand financial consequences, and manage resources more effectively (Lusardi, 2015). Prior studies have also shown that financial literacy positively contributes to financial well-being (Andrene & Pamungkas, 2025; Choowan et al., 2025; Wahyuni et al., 2024).

In addition to financial knowledge, financial inclusion is also an important determinant of financial well-being. Access to formal financial services, such as savings, credit, and payment systems, enables individuals to manage their finances more systematically and securely. Wider access to financial institutions may therefore support more stable financial conditions (Horat, 2007). Empirical evidence likewise suggests that financial inclusion has a positive effect on financial well-being (Lu et al., 2024; Sakyi-Nyarko et al., 2022).

Financial behavior represents the practical realization of both financial knowledge and financial access. It refers to how individuals manage spending, saving, borrowing, and financial planning in everyday life. Positive financial behavior has been identified as a strong predictor of financial well-being because it reflects consistent and responsible financial habits (Rahman et al., 2021; Sabri et al., 2021). Previous studies also confirm that financial behavior contributes positively to individual financial well-being (Andrene & Pamungkas, 2025).

Although prior research has established the importance of financial literacy, financial inclusion, and financial behavior in explaining financial well-being, empirical evidence remains limited in the context of Generation Z in East Kalimantan. Most existing studies have focused on broader national populations or general community settings. Accordingly, this study aims to examine the effects of financial literacy, financial inclusion, and financial behavior on the financial well-being of Generation Z in East Kalimantan.

Theoretical Background

Financial literacy refers to the ability to understand financial concepts, evaluate alternatives, assess risks, and make informed financial decisions (Lusardi, 2015; Wahyuni et al., 2024). Higher financial literacy enables individuals to budget effectively, manage income and expenses, and make better decisions regarding savings, credit, and investment. Prior studies have shown that financial literacy has a positive effect on financial well-being (Lu et al., 2024; Rahman et al., 2021; Wahyuni et al., 2024).

Financial inclusion refers to access to and use of formal financial services such as savings, credit, payments, and insurance (Nandru et al., 2021; The World Bank, 2022). Greater financial inclusion enables individuals to manage resources more effectively, build saving habits, and reduce barriers to financial planning. Previous research indicates that financial inclusion positively contributes to financial well-being (Nandru et al., 2021; Rashid et al., 2022; Sakyi-Nyarko et al., 2022).

Financial behavior reflects how individuals manage money in practice, including budgeting, saving, controlling spending, and making responsible financial decisions. Sound financial behavior is essential because financial well-being is not determined by knowledge or access alone, but also by how individuals translate them into daily financial practices. Empirical studies have consistently shown that positive financial behavior improves financial well-being (Prameswari et al., 2023; Rahman et al., 2021; Safryani et al., 2020; Sabri et al., 2021).

Taken together, financial literacy, financial inclusion, and financial behavior provide an integrated explanation of financial well-being among Generation Z. Therefore, this study examines the effects of these three variables on the financial well-being of Generation Z in East Kalimantan.

2. RESEARCH METHOD

This study employed a quantitative approach. The population consisted of Generation Z individuals residing in East Kalimantan. Purposive sampling was applied, with the criteria that respondents were aged 18–27 years and were either studying or working. A total of 219 respondents met these criteria and were included in the analysis.

The variables were measured using indicators adapted from the relevant literature. Financial literacy (FL) was measured through indicators related to understanding basic financial concepts, financial products and services, and financial decision-making. Financial inclusion (FI) was measured through ownership and use of financial services as well as access to such services. Financial behavior (FB) was measured through indicators of financial planning, saving habits, and expenditure control. Financial well-being (FW) was measured through indicators reflecting the ability to meet current needs, manage present financial conditions, and prepare for future financial needs.

3. RESULTS AND DISCUSSIONS

This study involved 219 respondents, all of whom are members of Generation Z and reside in East Kalimantan. Based on demographic characteristics, the majority of respondents were female (65%), aged 18–22 years (66%), born between 1997 and 2012, and most were students (67%), while the rest were employed.

The analysis results indicate that all examined factors significantly influence financial well-being among Generation Z in East Kalimantan. As shown in Tables 1 to 5, the measurement model can be considered valid and reliable. The indicators are deemed valid as the loading factor values exceed 0.70 and the AVE values are above 0.50, indicating that the indicators adequately represent their respective constructs. Discriminant validity is also supported, as each indicator loads more strongly on its own construct than on others, and the HTMT values remain below the recommended threshold, confirming that the constructs are empirically distinct. In addition, the model is considered reliable because the Cronbach's Alpha and Composite Reliability values for all constructs exceed the acceptable cut-off points, indicating strong internal consistency among the indicators.

Furthermore, the structural model results show that all examined factors have a positive and significant effect on financial well-being ($\beta = 0.210$; $t = 3.528$; $p < 0.001$; $\beta = 0.273$; $t = 5.631$; $p < 0.001$; $\beta = 0.408$; $t = 7.632$; $p < 0.001$), with one factor demonstrating the strongest influence. Collectively, these factors explain 49.5% of the variance in financial well-being ($R^2 = 0.495$), while the remaining 50.5% is influenced by other factors outside the model.

Table 1. Loading Factor

Item	FB	FI	FL	FW
FB. 1	0,819			
FB. 2	0,844			
FB. 3	0,829			
FB. 4	0,838			
FI. 1		0,855		
FI. 2		0,879		
FI. 3		0,880		
FI. 4		0,852		
FL. 1			0,722	
FL. 2			0,774	
FL. 3			0,800	
FL. 4			0,859	
FL. 5			0,764	
FW. 1				0,753

Item	FB	FI	FL	FW
FW. 2				0,780
FW. 3				0,766

Table 2. AVE Result

Variabel	A V E
FB	0,693
FI	0,752
FL	0,616
FW	0,575

Table 3. Cross Loadings Analysis

Item	FB	FI	FL	FW
FB. 1	0,819	0,164	0,444	0,492
FB. 2	0,844	0,286	0,475	0,543
FB. 3	0,829	0,175	0,480	0,456
FB. 4	0,838	0,245	0,483	0,498
FI. 1	0,234	0,855	0,442	0,373
FI. 2	0,249	0,879	0,355	0,427
FI. 3	0,270	0,880	0,431	0,498
FI. 4	0,137	0,852	0,382	0,325
FL. 1	0,407	0,306	0,722	0,331
FL. 2	0,413	0,363	0,774	0,393
FL. 3	0,524	0,286	0,800	0,431
FL. 4	0,482	0,437	0,859	0,507
FL. 5	0,393	0,405	0,764	0,519
FW. 1	0,472	0,358	0,447	0,753
FW. 2	0,454	0,382	0,404	0,780
FW. 3	0,487	0,335	0,473	0,766
FW. 4	0,398	0,380	0,393	0,733

Table 4. HTMT Analysis

Variables	FB	FI	FL	FW
FB				
FI	0,291			
FL	0,666	0,527		
FW	0,743	0,572	0,694	

Table 5. Reliability Test Result

Variables	*Cronbach's Alpha*	rho-a	Composite Reliability
FB	0,853	0,855	0,900
FI	0,891	0,911	0,924
FL	0,845	0,858	0,889
FW	0,753	0,754	0,844

Table 6. Multikoleniaritas Test

	VIF
FL →FW	1,742
FI FW	1,275
FB FW	1,469

Table 7. R² Analysis

	R^2	Adjusted R^2
FW	0,495	0,488

Table 8. Path Coefficient Analysis

	Path Coefficient
FL →FW	0.210
FI FW	0.273
FB FW	0.408

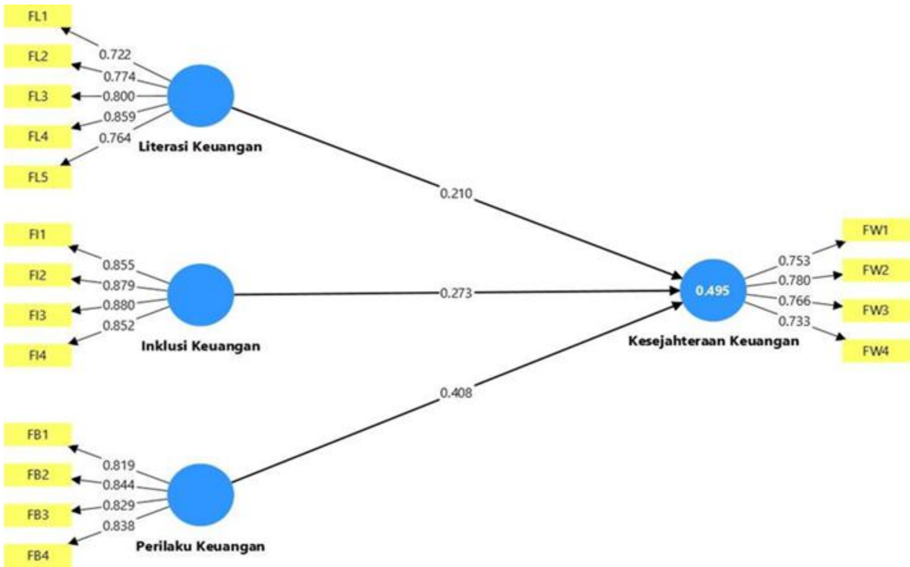

Figure 1. Bootstrapping Test Results

Table 9. Significance Test Result

	Path Coefficient	Sample Mean (M)	t statistics	p-value
FL → FW	0,20	0,214	3,528	0,000
FI → FW	0,273	0,274	5,631	0,000
FB → FW	0,408	0,408	7,632	0,000

Table 10. Effect Size Analysis

	F-Square
FL → FW	0,050
FI → FW	0,116
FB → FW	0,225

$$\text{AVE} = \frac{(0{,}693+0{,}752+0{,}616+0{,}575)}{4} = 0.659$$

$$R^2 = 0.495$$

$$\text{GoF} = \sqrt{0{,}659 \times 0{,}495} = \sqrt{0{,}33}$$

$$= 0{,}57$$

Figure 2. Goodness of Fit (GoF)

The empirical findings indicate that all factors exert a positive and significant influence on the financial well-being of Generation Z in East Kalimantan. These results suggest that financial well-being is shaped not by a single determinant, but by the combined contribution of financial understanding, access to formal financial services, and the practical application of sound money management in everyday life.

The first hypothesis is accepted and consistent with prior studies by Wahyuni et al. (2024), Andrene and Pamungkas (2025), and Choowan et al. (2025), which emphasize that individuals with stronger financial literacy are more capable of making informed financial decisions and managing their resources effectively. A better understanding of financial concepts therefore provides an important basis for achieving greater financial stability.

The second hypothesis is also accepted and the findings alined with previous research by Lu et al. (2024), Prabhakar (2021), and Sakyi-Nyarko et al. (2022), which highlights that broader access to financial services, including bank accounts, digital transactions, and formal financial products, enables individuals to organize, save, and manage their finances more efficiently. In this sense, access to financial services serves as an important enabler of improved financial well-being.

The third hypothesis accepted and aligned with previous findings from Rahman et al. (2021), Prameswari et al. (2023), and Sabri et al. (2021), all of whom underline the importance of financial practices such as budgeting, saving, and controlling expenditure in shaping better financial outcomes. This result implies that financial knowledge and financial access are more meaningful when they are translated into disciplined and consistent financial behavior. With a medium effect size, financial behavior provides the largest contribution among the independent variables examined.

4. CONCLUSIONS AND SUGGESTIONS

The results indicate that all examined factors have a positive and significant effect on the financial well-being of Generation Z in East Kalimantan. Among these factors, individual financial practices emerged as the strongest predictor, suggesting that habits such as budgeting, saving, and controlling expenditure play a substantial role in shaping financial well-being. Access to financial services also contributes positively, while a better understanding of financial concepts enhances individuals' decision-making. Overall, financial well-being appears to be strengthened by the combined influence of financial knowledge, accessibility, and sound financial practices.

The implications of this study suggest that strengthening financial habits, encouraging the responsible use of financial services, and improving financial understanding are essential steps toward achieving more stable and sustainable financial conditions. Future research may incorporate additional aspects such as technology adoption, family environment, social influence, or financial resilience, and may also broaden the scope by comparing different generational groups.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Andrene, J., & Pamungkas, A. S. (2025). Pengaruh financial literacy dan financial attitude terhadap financial well-being melalui financial behavior. Jurnal Manajerial dan Kewirausahaan, 7(1), 334–343.

Choowan, P., Daovisan, H., & Suwanwong, C. (2025). Effects of financial literacy and financial behavior on financial well-being: Meta-analytical review of experimental studies. International Journal of Financial Studies, 13(1), Article 1. https://doi.org/10.3390/ijfs13010001

Horat, U. (2007). Financial inclusion–The Indian experience. Reserve Bank of India Monthly Bulletin, July, 1165–1171.

Lu, M.-P., Kosim, Z., & Abdul Rahman, N. A. (2024). Financial wellbeing of poor households: Role of digital financial inclusion. Jurnal Ekonomi Malaysia, 58(3), 1–15. https://doi.org/10.17576/JEM-2024-5803-1

Lusardi, A. (2015). Financial literacy skills for the 21st century: Evidence from PISA. Journal of Consumer Affairs, 49(3), 639–659. https://doi.org/10.1111/joca.12099

Nandru, P., Chendragiri, M., & Velayutham, A. (2021). Examining the influence of financial inclusion on financial well-being of marginalized street vendors: An empirical evidence from India. International Journal of Social Economics, 48(8), 1139–1158. https://doi.org/10.1108/IJSE-10-2020-0711

Prameswari, S., Nugroho, M., & Pristiana, U. (2023). Pengaruh literasi keuangan, kesadaran keuangan, pendapatan terhadap kesejahteraan keuangan dengan perilaku keuangan dan inklusi keuangan. Cakrawala – Repositori IMWI, 6(1), 505–520.

Rahman, M., Isa, C. R., Masud, M. M., Sarker, M., & Chowdhury, N. T. (2021). The role of financial behaviour, financial literacy, and financial stress in explaining the financial well-being of B40 group in Malaysia. Future Business Journal, 7(1), Article 52. https://doi.org/10.1186/s43093-021-00099-0

Rashid, S., Bilal, M., Hussain, A., & Shah, M. A. (2022). Impact of financial inclusion on financial well-being: Moderating effect of orientation towards finance. Journal of Economic Impact, 4(2), 215–230. https://doi.org/10.52223/jei4022215

Sabri, M. F., Anthony, M., Wijekoon, R., Suhaimi, S. S. A., Rahim, H. A., Magli, A. S., & Isa, M. P. M. (2021). The influence of financial knowledge, financial socialization, financial behaviour, and financial strain on young adults' financial well-being. International Journal of Academic Research in Business and Social Sciences, 11(12), 566–586. https://doi.org/10.6007/IJARBSS/v11-i12/11799

Safryani, U., Aziz, A., & Triwahyuningtyas, N. (2020). Analisis literasi keuangan, perilaku keuangan, dan pendapatan terhadap keputusan investasi. Jurnal Ilmiah Akuntansi Kesatuan, 8(3), 319–332. https://doi.org/10.37641/jiakes.v8i3

Sakyi-Nyarko, C., Ahmad, A. H., & Green, C. J. (2022). The role of financial inclusion in improving household well-being. Journal of International Development, 34(8), 1606–1632. https://doi.org/10.1002/jid.3661

The World Bank. (2022). Financial inclusion. https://www.worldbank.org/en/topic/financialinclusion/overview

Wahyuni, S. F., Radiman, R., Lestari, S. P., & Lestari, S. S. I. (2024). Keterkaitan antara literasi keuangan dan pendapatan pada kesejahteraan keuangan: Mediasi perilaku keuangan generasi sandwich. Bursa: Jurnal Ekonomi dan Bisnis, 3(1), 1–10. https://jurnal.risetilmiah.ac.id/index.php/jeb