

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Perilaku Keuangan, Literasi Keuangan, dan Faktor Demografi terhadap Keputusan Berinvestasi (Studi Kasus pada Mahasiswa Fakultas Ekonomi & Bisnis Reguler 2 Universitas Mercu Buana). Populasi dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi & Bisnis Reguler 2 Universitas Mercu Buana. Sampel yang diambil adalah Mahasiswa Fakultas Ekonomi & Bisnis Reguler 2 Universitas Mercu Buana S1 yang sudah bekerja dengan jumlah sampel sebanyak 155 orang. Metode penarikan sampel menggunakan metode purposive sampling. Metode analisis data yang digunakan adalah teknik analisis deskriptif. Hasil penelitian ini menunjukkan bahwa Perilaku Keuangan berpengaruh positif terhadap keputusan berinvestasi, Literasi Keuangan berpengaruh positif terhadap keputusan berinvestasi dan Faktor Demografi berpengaruh positif terhadap keputusan berinvestasi.

Kata Kunci: Perilaku Keuangan, Literasi Keuangan, Faktor Demografi terhadap Keputusan Berinvestasi, Mahasiswa Fakultas Ekonomi & Bisnis Reguler 2 Universitas Mercu Buana.



ABSTRACT

This study aims to analyze the influence of Financial Behavior, financial literacy, demographic factors and income on investment decisions (a case study of students of the Faculty of Economics & Business Regular 2, Mercu Buana University). The population in this study were students of the Faculty of Economics & Business Regular 2, Mercu Buana University. Samples taken are students of the Faculty of Economics & Business Regular 2 Mercu Buana University S1 who have worked with a total sample of 155 people. The sampling method used was purposive sampling method. The data analysis method used is descriptive analysis technique. The results of this study indicate that Financial Behavior has a positive effect on investment decisions, financial literacy has a positive effect on investment decisions and demographic factors have a positive effect on investment decisions.

Keywords: *Financial Behavior, Financial Literacy, Demographic Factors on Investment Decisions, Students of the Faculty of Economics & Business Regular 2, Mercu Buana University.*

