

ABSTRACT

The Effect of Financial Literacy and Financial Behavior on Investment Decisions

Muhammad Dhiya Atsiilanov¹⁾, Zulkifli, S.E., M.M. ²⁾,
Fendi Saputra, S.E., M.M. ²⁾

- 1) *Sudent of Management Departement, Pembangunan Jaya University*
- 2) *Lecturer of Management Departement, Pembangunan Jaya University*

This study was conducted with the aim to determine the influence of Financial Literacy and Financial Behavior on Investment Decisions. The method used in this study is a quantitative method with unkown populations and sampel that uses non-probability sampling. Data collection techniques use primary data in the form of survey. Data analysis techniques using multiple linear regression analysis through statistical testing wist SPSS software. There are 110 samples and the results of this study show that financial literacy has a positive and significant effect on investment decisions. Financial behavior has a positive and significant effect on investment decisions.

Keywords: *Financial Literacy, Financial Behavior, Investment Decisions*