

## **ABSTRACT**

*Economic conditions experiencing rapid development and progress, making each individual must have sufficient ability and knowledge to manage their financial resources, from managing their financial resources that will result a decision whether the source will be allocated for investment or not. Based on the Survei Nasional Literasi dan Inklusi Keuangan (SNLIK) 2016, nationally people are already have access or inclusion of 67.8 percent, with a literacy rate of 29.7 percent. Per capita income in Indonesia has increased (Katadata, 2018). Therefore, people have extra money to save or invest, and seek investment opportunities.*

*This study purpose to examine how the demographics, financial literacy levels and investment decisions of investors are registered in the Galeri Investasi Bursa Efek Indonesia (GIBEI) Telkom University and the demographic factors that influence them are gender, age, education, employment and income.*

*This study used a questionnaire that was randomly distributed to investors in the Galeri Investasi Bursa Efek Indonesia (GIBEI) Telkom University as much as 223 questionnaires. The variables used in this study are demographic factors, namely gender, age, education, employment, and income towards the variables of financial literacy and investment decisions.*

*The data analysis method used is descriptive statistical method, classic assumption test, multiple linear regression, same T variance test, and F variance test, also test the coefficient of determination.*

*The test results show the demographics of the majority of investors are female with an age range of 20 years - 25 years who are college students with the last educational background are high school/equivalent and have an income of Rp. 1,000,000 - Rp. 2,000,000. The level of investor financial literacy is 73.75%, in the medium category. Then the first investment decision making of the investor is the availability of funds, then the return obtained, the last is the risk that will be accepted. The test results show a significant influence between gender and income factors on financial literacy, and there is a significant influence between income demographic factors on investment decisions. While the factors of age, education and employment do not affect financial literacy, and also the gender, age, education, and occupational demographic factors do not affect investment decisions.*

*Keywords: Demography, Financial Literacy, Investment Decisions.*