

ABSTRACT

Currently housewives are required to be able to manage family finances as well as possible so that the needs of the present and the future will still fulfilled properly. The most popular way to save is through investments, because there's hope of getting a rate of return that matches investor expectations. In taking investment, good financial literacy is needed in order to obtain the maximum investment return and avoid illegal investment fraud. So, this study aims to see how the influence of financial literacy on investment selection.

This study uses questionnaires distributed to housewives in Bandung as a sample with a total of 400 respondents. The sampling uses a non probability sampling technique with a purposive sampling approach. Furthermore, to examine the effect of Financial Literacy on Investment Selection in this study using simple linear regression analysis, t test, and the coefficient of determination. The conclusion of this research, the level of financial literacy of housewife in Bandung City is classified as high at 73,34% and the level of investment selection classified as high at 72,62%. Based on the results of simple linear regression analysis and t-test, financial literacy has a significant positive influences on the investment selection of housewife in Bandung City.

Keywords: investment decision, financial literacy, housewife