

ABSTRACT

Investment is one type of fund allocation that can provide benefits in the future. In making investment decisions, financial literacy is needed so that you don't make wrong decisions and maximize the profits that can be obtained. The purpose of this study was to analyze the effect of Financial Literacy on Investment Decisions in the Millennial Generation in Bandung.

This study uses a quantitative approach and descriptive analysis. The sampling technique used in this research is non- probability sampling with a purposive sampling of 400 respondents obtained through a questionnaire. Data analysis was assisted with the help of software SPSS version 25.

The results showed that the Financial Literacy variable (X) had a positive and significant influence on the Investment Decision variable (Y) of 40.9% and the remaining 59.1% could be influenced by other factors not found in this study.

Key Word: Financial Literacy, Investment Decision