

ABSTRACT

Financial literacy is a series of processes to be able to increase the knowledge, skills and confidence of the community so that they can manage their personal finances better. Investment is saving capital in a place or platform whose capital can be in the form of money or goods that will provide profits after a certain period of time. An understanding of sufficient financial literacy will be able to assist students in determining the appropriate investment product. As time goes by, the level of student financial literacy is getting better. It can be seen that the number of new investors from among students is increasing. However, with demographic differences where Bandung City is the capital city of West Java Province with a high population level and Cirebon City is located in a small city so that the population is lower. With the existing demographic differences, this study aims to determine whether there are differences in financial literacy and investment decisions between students in Bandung City and Cirebon City. Financial literacy is divided into 4 parts, namely well literate, sufficient literate, less literate, and not literate. This study uses data collection techniques by distributing questionnaires to students in the city of Bandung and the city of Cirebon. The author uses the non-parametric Wilcoxon signed ranks test in the study, and the results in this study were that there was no difference in financial literacy between students in Bandung City and Cirebon City, but there were differences in investment decisions between students in Bandung City and Cirebon City.

Keywords: Financial literacy, investment, demographic differences.