

ABSTRACT

The COVID-19 pandemic hit the world at the end of 2019, stopping many human activities. Several phenomena occurred as a result of these difficult conditions. First, many people lost their jobs because businesses could not run normally. Second, technology is developing rapidly to meet the needs of world citizens to survive the pandemic, including in the financial sector. Third, many people are starting to use technology to earn income. Due to the rapid development of technology and the use of technology to earn income is something new for some people, many people are exposed to fraud that occurs in the field of financial technology.

This research aims to determine how people's financial literacy indexes, how they choose to invest, and how they can increase their literacy about finances to reduce the number of victims of financial fraud. Because the millennial generation is the majority of the productive age in Indonesia, this research targets the millennial generation. This research is limited to the Bandung City area because there are differences in the Regional Minimum Wage (UMR) and investment decision-making behavior between cities.

In this research, the SPSS program was used to examine 400 respondents to find out how the level of financial literacy influences investment decisions and to identify all factors that influence financial literacy. The three factors used to measure the influence of financial literacy are financial knowledge, behavior and attitudes. Reliability and validity tests, normality, heteroscedasticity, multicollinearity, and regression are the SPSS tests carried out.

This research found that financial knowledge, behavior and attitudes together have a significant simultaneous influence on investment decisions. In addition, this research also found that financial knowledge, behavior and attitudes each have a significant partial influence on investment decisions.

Keywords: Financial Literacy, Investment Decisions, Millennial Generation, COVID-19 Pandemic.