

**ANALYSIS OF FINANCIAL LITERATURE, INCOME AND RISK  
PERCEPTIONS ON INVESTMENT DECISIONS AND  
FINANCIAL BEHAVIOR AS INTERVENING VARIABLES**

**By Mega Lestari**

***Abstract***

*The purpose of this study was to determine the effect of financial literacy, income, and risk perception on investment decisions through financial behavior as an intervening variable in the workforce aged 20 - 30 years in the Medan Satria Village area, with a population of 4,718 workforce. The sample size used was 94 respondents using non-probability sampling method, especially purposive sampling technique. Data collection was done by distributing questionnaires via google form. The analysis technique used is PLS (Partial Least Square) analysis through the Smart PLS 3 program. The results show (1) financial literacy has a significant positive effect on investment decisions, (2) income has a significant negative effect on investment decisions, (3) perception of risk has a significant positive effect on investment decisions. significant positive effect on investment decisions, (4) financial literacy has a significant positive effect on financial behavior, (5) income has a significant positive effect on financial behavior, (6) perception of risk has a significant positive effect on financial behavior, (7) financial literacy has a significant negative effect on investment decisions through financial behavior, (8) income does not have a significant positive effect on investment decisions through financial behavior, (9) risk perception does not have a significant positive effect on investment decisions through financial behavior*

***Keywords: Financial Literacy, Income, Risk Perception, Investment Decision, Financial Behavior.***

# **ANALISIS LITERASI KEUANGAN, PENDAPATAN DAN PERSEPSI RISIKO TERHADAP KEPUTUSAN INVESTASI SERTA PERILAKU KEUANGAN SEBAGAI VARIABEL INTERVENING**

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## **Abstrak**

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh antara literasi keuangan, pendapatan, dan persepsi risiko terhadap keputusan investasi melalui perilaku keuangan sebagai variabel intervening pada angkatan kerja berusia 20 - 30 tahun di wilayah Kelurahan Medan Satria, dengan populasi berjumlah 4.718 angkatan kerja. Ukuran sampel digunakan sebanyak 94 responden dengan menggunakan metode *non-probability sampling* khususnya teknik *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *google form*. Teknik analisis yang digunakan adalah analisis PLS (*Partial Least Square*) melalui program *Smart PLS 3*. Hasil penelitian menunjukkan (1) literasi keuangan berpengaruh signifikan positif terhadap keputusan investasi, (2) pendapatan berpengaruh signifikan negatif terhadap keputusan investasi, (3) persepsi Risiko berpengaruh signifikan positif terhadap keputusan investasi, (4) literasi keuangan berpengaruh signifikan positif terhadap perilaku keuangan, (5) pendapatan berpengaruh signifikan positif terhadap perilaku keuangan, (6) persepsi risiko berpengaruh signifikan positif terhadap perilaku keuangan, (7) perilaku keuangan memperlemah hubungan antara literasi keuangan terhadap keputusan investasi (8) perilaku keuangan memperlemah hubungan antara pendapatan terhadap keputusan investasi, (9) perilaku keuangan memperlemah hubungan antara persepsi Risiko terhadap keputusan investasi.

**Kata Kunci: Literasi Keuangan, Pendapatan, Persepsi Risiko, Keputusan Investasi, Perilaku Keuangan.**