

ABSTRACT

FACTORS AFFECTING INVESTMENT DECISIONS IN THE CAPITAL MARKET (A CASE STUDY ON ACTIVE STUDENT AT SILIWANGI UNIVERSITY IN 2022)

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This study aims to determine the factors that influence student investment decisions in the capital market. This research was conducted from September 2021 to June 2022 at the Siliwangi University campus, Tasikmalaya. This type of research is quantitative research using descriptive analysis. The population in this study were all active students of Siliwangi University in 2022 and the sample in this study was 100 people from the population selected by purposive sampling technique. Data collection was done by using a questionnaire using a Likert scale. The research instrument test used was the validity test and the reliability test. The data analysis technique used in this research is multiple linear regression analysis with SPSS software version 25.

The results of this study indicate that: (1) financial literacy partially has a significant positive effect on investment decisions of active students at Siliwangi University in 2022 with a significance value of $0.000 < 0.05$ (2) overconfidence partially has no significant negative effect on investment decisions of active students at Siliwangi University. in 2022 with a significance value of $0.422 > 0.05$ (3) income partially does not have a significant positive effect on investment decisions of active students at Siliwangi University in 2022 with a significance value of $0.959 > 0.05$ (4) financial literacy, overconfidence, and income simultaneously have an effect significant impact on investment decisions of active students of Siliwangi University in 2022 in the capital market.

Keywords: financial literacy, overconfidence, income, investment decisions in the capital market