

TABLE OF CONTENTS

COVER	i
STATEMENT OF ORIGINALITY	ii
THESIS ACCOUNTABILITY	iii
LEMBAR YURIDIS	iv
ACKNOWLEDGMENTS	v
ABSTRAK	vii
ABSTRACT	viii
RINGKASAN	ix
SUMMARY	xii
TABLE OF CONTENTS	xv
LIST OF TABLES	xviii
LIST OF FIGURES	xix
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Questions	4
1.3 Research Objectives	4
1.4 Research Contribution.....	5
1.4.1 Theoretical Contributions	5
1.4.2 Practical Contributions	5
CHAPTER II LITERATURE REVIEW	6
2.1 Theoretical Framework	6
2.1.1 Financial Literacy	6
2.1.2 Financial Behavior	8
2.1.3 Investment Decisions	9
2.1.4 Generation Groups	10
2.1.5 Mental Accounting Theory.....	13
2.1.6 Prospect Theory	14
2.2 Empirical Studies	14
2.3 Conceptual Framework and Hypothesis	19
2.3.1 Conceptual Framework	19
2.3.2 Hypothesis	20

2.3.2.1 The Relationship of Financial Literacy and Investment Decisions	20
2.3.2.2 The Relationship of Financial Behavior and Investment Decisions	20
CHAPTER III RESEARCH METHOD	22
3.1 Research Type	22
3.2 Research Site	22
3.2.1 Place	22
3.2.2 Time	22
3.3 Data	23
3.3.1 Data Type	23
3.3.2 Data Source	23
3.3.3 Data Collection	23
3.4 Population and Sample	24
3.4.1 Population	24
3.4.2 Sample	24
3.5 Research Variable	25
3.5.1 Independent Variable	25
3.5.1.1 Financial Literacy	25
3.5.1.2 Financial Behavior	25
3.5.2 Dependent Variable	25
3.6 Data Analysis Method	26
3.6.1 Data Quality Test	26
3.6.1.1 Validity Test	26
3.6.1.2 Reliability Test	26
3.6.2 Descriptive Statistical Analysis	27
3.6.3 Classical Assumption Test	27
3.6.3.1 Normality Test	27
3.6.3.2 Multicollinearity Test	28
3.7 Hypothesis Analysis Method	28
3.7.1 Multiple Regression Analysis	28
3.7.1.1 Coefficient of Determination (Adjusted R ²)	29
3.7.1.2 Test on Individual Regression Coefficients (T-Test)	29
CHAPTER IV FINDING AND DISCUSSION	31

4.1	Overview of Research Objects.....	31
4.2	Findings.....	31
4.2.1	Data Analysis Results.....	31
4.2.1.1	Data Quality Test	31
4.2.1.1.1	Validity Test Result	31
4.2.1.1.2	Reliability Test Result.....	36
4.2.1.2	Descriptive Statistical Analysis Result	36
4.2.1.2.1	Characteristics of Respondents	36
4.2.1.2.2	Descriptive Statistics.....	40
4.2.1.3	Classical Assumption Test	45
4.2.1.3.1	Normality Test Result	45
4.2.1.3.2	Multicollinearity Test Result	47
4.2.2	Hypothesis Results	48
4.2.2.1	Hypothesis Analysis Results of the Impact of Financial Literacy and Financial Behavior on Investment Decision	48
4.2.2.2	Coefficient of Determination (Adjusted R^2).....	49
4.2.2.3	Test on Individual Regression Coefficients (T-Test).....	49
4.2.2.4	Hypothesis Comparison of Overall Respondent's Data to Respondent's Data with Accounting Academic Background and without Accounting Academic Background	50
4.2.2.4.1	Comparison of Coefficient of Determination (Adjusted R^2)	51
4.2.2.4.2	Comparison of Test on Individual Regression Coefficients (T-Test)	52
4.3	Discussion	53
4.3.1	The Impact of Financial Literacy on Investment Decision	54
4.3.2	The Impact of Financial Behavior on Investment Decision.....	55
4.3.3	Additional Analysis	56
	CHAPTER V CONCLUSION	58
5.1	Conclusion	58
5.2	Implication	58
5.3	Limitation.....	59
5.4	Recommendation.....	60
	REFERENCE	61