

THE IMPACT OF FINANCIAL LITERACY, INCOME, AND LIFESTYLE ON INVESTMENT DECISIONS THROUGH THE AJAIB APPLICATION

Ni Kadek Ayu Aryanti

Faculty of Economics and business, Udayana University
Correspondensi author email: ayu.aryantio77@student.unud.ac.id

Ni Ketut Purnawati

Faculty of Economics and Business, Udayana University

Abstract

Investment decisions are crucial for investors in allocating funds to achieve future profits. Many factors influence investment decisions, including financial literacy, income, and lifestyle. This study aims to examine the effect of financial literacy, income, and lifestyle on investment decisions through the Ajaib application. The research was conducted among students of the Management Bachelor's Program, Faculty of Economics and Business, Udayana University, class of 2021, with a sample size of 173 respondents using purposive sampling. The data collected in this study are quantitative and were obtained through a questionnaire. The data analysis technique used is multiple linear regression. The results indicate that financial literacy, income, and lifestyle have a positive and significant effect on investment decisions. These findings suggest that the better a person's financial literacy, income, and lifestyle, the higher the tendency to make sound investment decisions through the Ajaib application

Keywords: Financial Literacy, Income, Lifestyle, Investment Decisions, Ajaib Application

INTRODUCTION

The rapid economic development in the era of globalization requires society to be more meticulous in managing their finances. Every decision regarding the use of funds must be well-considered to ensure it leads to beneficial outcomes. Therefore, individuals need to have knowledge and awareness regarding financial management. The more frequently an individual faces economic issues, the greater their understanding and knowledge of finance will be, which in turn will serve as the basis for making decisions about financial instruments and products needed by each individual (Safryani et al., 2020).

Among the various forms of fund allocation, investment is a type that offers benefits for the future. Investment is the act of allocating capital, usually over the long term, to acquire assets or purchase stocks and other financial instruments to earn profit (Suratna et al., 2020). Currently, there are various types of investments that can be tailored to individual financial capabilities, such as savings, deposits, bonds, stocks, property, mutual funds, and others.

Seiring berkembangnya teknologi, cara berinvestasi juga menjadi semakin berkembang. Kini kegiatan investasi dapat dilakukan melalui platform digital sehingga calon investor dapat melakukan investasi dengan mudah. Meskipun definisi investasi