

The Influence of Financial Literacy and Heuristic Behavior on Perception Risk that Impact on Investment Decision Generation Z During Pandemic

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Abstract

Most people assume that investment can provide a profitable output if someone does it right. However, there are still many individuals who do not really understand the meaning of their own investment and they fall from adversity. This happens due to a lack of insight into investing in the capital market and the lack of public knowledge about generating profitable profits in the capital market. This study aims to determine the effect of Financial Literacy and Heuristic Behavior on Perception Risk which has an impact on Generation Z's Investment Decisions during the pandemic. The research sample was 330 respondents of Generation Z in the JABODETABEK area and aged 18 - 24 years. This study uses survey methods and data collection in the form of a questionnaire by google form. The data was processed using WarpPLS version 7.0 software. The result of this study is that there is an influence of Financial Literacy and Heuristic Behavior on Perception Risk which has an impact on Generation Z's Investment Decisions during the pandemic.

Keywords

Financial Literacy, Heuristic Behavior, Perception Risk, Investment Decision

Biographies

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