

ABSTRACT

This study aims to see if there are any influences between financial stressor and investment behavior to financial freedom and financial satisfaction on generation baby boomers that reside in Jakarta. The study used structural equation model or SEM as the analysis method, supported by SPSS Statistics 26 and IBM AMOS 26 to process the data. The population is generation baby boomers in Indonesia, specifically in Jakarta, with 150 respondents taken as samples.

This research used quantitative approach with purposive sampling method. The collected data was done by questionnaires using likert scale to measure question items. As a result, this study shows that financial stressor has effect on financial satisfaction directly, while investment behavior have effect on financial freedom and may affect financial satisfaction through financial freedom. Simultaneously, the result of this study showed that financial stressor and investment behaviour have effects on financial freedom and financial satisfaction.

Keywords: *financial behavior, financial freedom, investment behavior, financial freedom, financial satisfaction*