

ABSTRACT

This study was conducted to determine “The Impact of Financial Literacy on Investment Decision of MSMEs Member Guided by Sharia Cooperative at Bandung Raya Region”. The purpose of this study is to know and analyze how the level of financial literacy on MSMEs, how the investment decision of MSMEs member, and the impact of financial literacy on investment decision of MSMEs member guided by KOPMU-DT Bandung Raya region.

This research uses quantitative method with descriptive research type. Sampling is done by probability sampling method simple random sampling, with the number of respondents as much as 100 people. Data analysis techniques used are descriptive analysis and simple linear regression analysis.

Based on the results of hypothesis testing, financial literacy has a significant impact on investment decision of MSMEs member. This is evidenced by $t_{count} > t_{table}$ ($7.571 > 1.984$) with a significance level of $0.000 < 0.005$. Based on the coefficient of determination resulted that financial literacy affects the investment decision of 36.9% while 63.1% influenced by other factors not examined in this study.

The conclusion of this research, financial literacy on MSMEs members of KOPMU-DT Bandung Raya region included in neutral or average. It is necessary to increase the application and knowledge about finance to assist MSMEs in investment decision.

Keywords: Financial Literacy, Investment Decision, MSMEs