

ABSTRACT

The productive age community at this time still does not realize the importance of investing early in order to gain profits in the future. The problem that occurs in society related to investment is that the individual's financial literacy is still low due to a lack of knowledge, skills, and beliefs of a person so that it is not optimal in making investment decisions. In addition, financial behavior is still relatively low due to the community's inability to control their own lifestyle due to the high level of consumptive behavior. Then the increased PRDB resulted in an increase in regional income. However, high income does not make people like to save and invest. With an increase in income, lifestyle also makes people happier to earn their income from saving and investing when they have money.

This study aims to determine the effect of financial literacy, financial behavior, and income on investment decisions at productive age in the city of Bandung. The variables in this study are financial literacy, financial behavior, and income as independent variables. And the investment decision variable as a variable.

This research is a quantitative study where the population in this study is the entire population of Bandung City of productive age as many as 1,815,597 people. This study uses primary data obtained from distributing questionnaires. This study uses purposive sampling in sampling and data collection techniques by distributing questionnaires to as many as 400 respondents. The technique used is multiple linear regression analysis. The distribution of the questionnaire is specifically for respondents who come from the city of Bandung with the age of 15 to 64 years.

From the results of this study, it was found that the classical assumptions consisting of normality, heteroscedasticity, and multicollinearity tests had met the requirements or passed the test. Then the variables of financial literacy, financial behavior, income partially and simultaneously affect investment decision making in the productive age in the city of Bandung. Then it produces the equation of multiple linear regression analysis, namely $Y = 0.026 + 0.228 X_1 + 0.273 X_2 + 0.458 X_3$, and the coefficient of determination is 87.3%.

From the results of this study, it is hoped that it can provide additional advice to investors regarding making the right investment decisions according to the characteristics of investors. In addition, it can provide insight for investors and similar research and further insights in the financial sector, especially those related to financial literacy, financial behavior, and income and investment decisions.

Keywords: *Financial Literacy, Financial Behavior, income, Investment decision*