

ABSTRACT

Investment is something that is currently heard by quite a lot of people. Investing activity itself is one form of the value of one's financial well-being in the future. Data shows that in Indonesia, the number of investors has increased from year to year. And this increase is dominated by students and students. This investment decision is influenced by various factors, both internal and external factors. This study aims to determine how much influence internal factors consisting of risk profile, diversification behavior, and retirement readiness and external factors consisting of regulations and information technology on investment decision-making with financial literacy as a moderating variable for students in Bandung City.

Researchers used quantitative methods with sampling techniques using questionnaires. The data analysis technique uses Multiple Regression Analysis and Moderation Regression Analysis and the data is collected by distributing questionnaires via google form where validity and reliability tests have been carried out on the questions and statements. The number of samples used in the study was 400 people from the total population calculated using the slovin formula.

The results showed that partially the risk profile variable, retirement readiness, and information technology had a significant and positive effect on investment decisions for students in Bandung City, while diversification behavior and regulation had no influence on investment decisions for students in Bandung City. Then, after moderation with financial literacy variables, it is found that the five variables, namely risk profile, diversification behavior, retirement readiness, regulation, and information technology, do not have a significant influence on investment decisions for students in Bandung City.

The results of the study simultaneously show that the variables of risk profile, diversification behavior, retirement readiness, regulation, and information technology have a significant effect on investment decisions for students in Bandung City. Then after moderation with financial literacy in the regression equation produces the same conclusion that there is a simultaneous significant effect on investment decisions for students in Bandung City.

Keywords: *External Factors, Internal Factors, Investment Decisions, Financial Literacy*