

ABSTRACT

The rapid advancement of technology has significantly altered human behavior, including financial management behavior, which encourages individuals to invest. This study aims to analyze the influence of financial literacy on students' investment interest with the mediation of investment influencers among students of the Business Administration Department, Faculty of Communication and Business, Telkom University. The type of research used is quantitative research. The study uses a sample of 100 students selected from 2nd to 4th-year students who have already made investments. The data collection method utilizes questionnaires in the form of Google Forms. The data analysis techniques employed include multiple linear regression analysis, classical assumption tests, F-tests, the coefficient of determination (R^2), and Sobel tests with the assistance of SPSS software. The results of the study indicate that financial literacy has a positive effect on students' investment interest, and investment influencers can mediate the relationship between financial literacy and

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