

ABSTRACT

This research aims to explore the relationship between financial literacy and investment decisions by taking into account the role of Locus of Control as a mediating variable, as well as identifying the influence of gender in this relationship among young Gen-Z entrepreneurs. This research is expected to reveal how the level of financial literacy and Locus of Control tendencies influence investment decision making, as well as whether there are significant differences based on gender.

This research used quantitative methods with descriptive data analysis techniques and took a sample of 131 respondents. This research uses a data analysis method using a simple linear regression model and Sobel test analysis using the IBM-SPSS software program.

The results of this research show that there is a positive influence between Financial Literacy on Investment Decisions, Financial Literacy on Locus of Control, Locus of Control on Investment Decisions and the mediation of Locus of Control on the relationship between Financial Literacy and Investment Decisions.. The findings of this research can be the basis for developing policies that support increasing financial literacy and strengthening the Locus of Control among young entrepreneurs, especially by considering gender differences. These policies can take the form of educational programs, training, or special interventions designed to overcome gender barriers in investment decision making.

Keywords: *Financial Literacy, Investment Decision, Locus of Control.*