

## The Influence of Financial Literacy on Investment Decisions Through Locus of Control Based on Gender (Case Study on Young Gen-Z Entrepreneurs)



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**ABSTRACT:** The dominance of Gen-Z as entrepreneurs and investment actors shows positive results, due to the growth and dominance of this generation bringing new innovations, rapid technological adaptation, and a more dynamic approach in the business world, which has the potential to strengthen the economy as a whole, with a high level of financial literacy, they are able to make smarter and more informed investment decisions, while the locus of control factor provides insight additionally regarding how individuals control and respond to their financial situations. This research aims to determine the influence of financial literacy on investment decisions, with the moderation of the locus of control variable based on gender in young Gen-Z entrepreneurial students. and identify what factors influence these three financial components. We created an online questionnaire and distributed it to 131 students who are part of the Gen-Z young entrepreneur students. The data analysis method uses a simple linear regression model and Sobel test analysis using the SPSS software program. These results show that financial literacy has a positive effect on investment decisions and shows that investment decisions have a positive effect on locus of control.

**KEYWORDS:** *Financial Literacy, Investment Decisions, Locus of Control.*

### I. INTRODUCTION

(In investment, there is one important part in the sustainability of investment, namely investment decisions. An investment decision is an important decision taken by an investor and is used as consideration before deciding to carry out transactions in an investment instrument. Investment decisions can be influenced by financial literacy. Financial literacy is defined as knowledge of the basic financial principles and financial products necessary as a basis for making effective financial decisions, with the aim of achieving financial prosperity in the future. (Budirto & Susanti, 2017)

In the current era of globalization, the existence of information technology has a big influence on investment development. With advances in information technology, it is easier for people to invest. especially in the capital market. In the beginning, capital market trading on the stock exchange was done manually and required a long bureaucracy. However, due to developments in information technology, investments can be made online . The existence of increasingly advanced technology has shortened the flow of bureaucracy and has removed the stigma that investing in financial instruments can only be done by some people with certain backgrounds. This creates a view of financial services that is easier and closer to all levels of society, including people with low economic knowledge and financial literacy, so that they are able to maximize financial services.

Based on data from the Indonesian Central Securities Depository (KSEI), the number of investors in the capital market in Indonesia has reached 12.33 million. Based on data in January 2024, investors in Indonesia are dominated by investors under the age of 30 years with a percentage reaching 56.29%.

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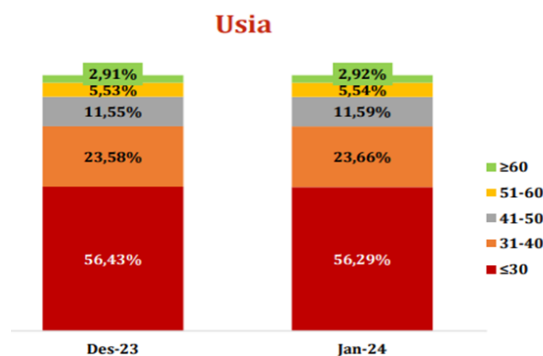


Figure 1. Investor Demographics by Age

Source: <https://www.ksei.co.id/>

Meanwhile, based on data reported by the Central Statistics Agency (BPS), the number of entrepreneurs in Indonesia is divided into 2, namely established entrepreneurs and novice entrepreneurs. From this data, it is recorded that the number of new entrepreneurs in Indonesia has reached 52 million entrepreneurs, while for established entrepreneurs, it has been recorded that it has reached 4.49 million entrepreneurs. There are 19.48% of young people becoming entrepreneurs in 2022. This figure has increased by 1,000. 02% from the previous year. Compared to 2021, the percentage of youth who become entrepreneurs reached 18.46%.



Figure 2. Statistics on the Number of Youth Entrepreneurs for 2021-2022

Source: <https://www.bps.go.id/id>

From the data provided, the large number of investors and entrepreneurs in Indonesia cannot be separated from the influence of Generation Z. Generation Z offers great potential as entrepreneurs who are able to bring positive change to the world of investment and business. The dominance of Generation Z is related to the concept of Locus of Control, Locus of Control as a personality trait which refers to an individual's perception of an event that can occur because it is determined internally by their behavior or conversely, an event occurs due to external circumstances such as fate or luck.

Generation Z is an option because they are a demographic group that is entering adulthood with unique characteristics in facing various financial and investment decisions. Young student entrepreneurs from Generation Z often show a high interest in investing, but often have varying levels of financial literacy. By studying the influence of financial literacy on investment decisions in this context, as well as considering the moderating role of locus of control variables and differences based on gender, we can gain deeper insight into the dynamics of investment decisions among young Generation Z entrepreneurs. This is important for designing strategies effective and relevant financial education for this generation.

The increasing development of technology and easy access to information through digital media, Generation Z has great potential to increase their financial literacy. However, challenges arise when the available information is not always accurate or relevant, and individuals may be influenced by various biases or views that are inconsistent with sound investment principles. In this context, Locus of Control plays an important role in determining how individuals process financial information and make investment decisions. Locus of Control, which measures individuals' beliefs about control over their life outcomes, can interact with financial literacy to influence investment attitudes and behavior. By comparing results by gender, this research will also provide insight into how men and women from Generation Z respond differently to financial information and investment risks. The influence of Locus of Control and gender differences on investment decisions can help in designing more specific interventions.

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With good financial literacy, Generation Z is expected to be able to understand investment risks and opportunities better, so they can manage their assets more effectively and achieve long-term financial goals. In addition, the role of Locus of Control provides an understanding of how individuals' perceptions of control over their lives influence investment decisions. For example, individuals with an internal Locus of Control tend to feel that they have more control over their investment outcomes, and thus are more proactive in seeking information and making investment decisions. In contrast, those with an external Locus of Control may be more dependent on fate or other external factors, which may influence how they invest

### II. LITERATURE REVIEW

According to (Lusardi & Mitchell, 2013) Financial Literacy, it is described as a person's ability to process financial information and make decisions regarding financial plans, wealth accumulation, debt management, and retirement planning. Financial Literacy essentially includes an individual's ability to understand financial aspects as a whole, including but not limited to knowledge of savings, investments, debt, insurance and various other financial instruments. (Fitri Arianti, 2020) Financial literacy can be defined as a person's ability to obtain, understand and assess relevant information needed to make decisions with due regard for possible financial consequences. (Rasmini, 2018).

Investment decisions are decisions that lead to finding solutions to the problem of how much to invest and what investments to choose, taking into account maximum returns with minimum risk. (Subardjo & Sari, 2018) Investment decisions are matters relating to fund allocation decisions, both funds originating from within the company and funds originating from outside the company in various forms of investment in short-term assets (current assets) and long-term assets (fixed assets). (Safitri & Wahyuati, 2015). According to (Berk & DeMarzo, 2017), investment decisions are decisions taken by a financial manager, who considers several things such as costs, benefits and projects. Where you have to choose and decide between everything that qualifies as a good investment from the money that has been invested by shareholders in the company.

Understanding financial literacy is an important key in determining investment decisions, especially among young Gen Z student entrepreneurs. This generation, which is known to be adaptive to technology and information, has a great opportunity to optimize their financial decisions if equipped with adequate financial literacy. In-depth knowledge and understanding of finance can help them choose the right investment instruments, manage risks, and better plan their financial future. Therefore, financial literacy not only influences their ability to invest funds effectively, but also increases their confidence in making strategic financial decisions. This shows how important financial literacy is in influencing investment behavior and overall financial decisions among young Gen Z entrepreneurial students.

Based on this, the following hypothesis is proposed.

H<sub>1a</sub> : Financial Literacy has a significant effect on Investment Decisions among young Gen Z entrepreneurial students.

H<sub>1b</sub> : Financial Literacy has a significant effect on Investment Decisions among young Gen Z student entrepreneurs.

H<sub>2a</sub> : Financial Literacy has a significant effect on young Gen Z entrepreneurial students.

H<sub>2b</sub> : Financial Literacy has a significant effect on young Gen Z student entrepreneurs.

According to (D. A. K. Dewi & Susanti, 2021) Locus of Control is a study related to the concept that shows belief in events that occur in one's life and whether or not one is considered capable of controlling the fate of one's life. Locus of Control has two constructs, namely internal and external, Locus of control is related to a person's level of belief about events, fate, luck and destiny that happen to him. Individuals who believe that events, happenings and destiny are caused by their own control are called internal locus of control. Meanwhile, individuals who believe that events, occurrences and destiny are caused by the control of factors outside themselves are called external locus of control. (Robbins, 2001) where internal is if the individual believes that something that happens is always there. within his control and will always take a role and be responsible in every decision making. Meanwhile, external Locus of Control is the belief that one's life is beyond one's control. When an investor purchases a number of shares now, what is expected in the future is an increase in the price of the shares purchased so that they can gain a profit from the investment returns or get a larger dividend on the capital invested in the future. Determining the allocation of investment funds is what is called the Investment Decision making process. Investment decision making is based on the level of risk and rate of return on investment funds. (Tandelilin, 2017) Investment decisions are the problem of how financial managers should allocate funds into forms of investment that will bring profits in the future. Investment decisions are very important for a company because they affect the achievement of the company's vision and mission. (Sutrisno, 2013)

Individuals who have good financial literacy will have a different view of money and be able to control their financial condition. They will know how to utilize the money they have and have a good understanding of the actions to take regarding finances. (Soetiono & Setiawan, 2018) Financial Literacy occurs when someone has the ability and skill instruments that enable them to utilize existing resources for their purposes. People who are able to make good decisions about using finances will not

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have problems with finances in the future and will be able to prioritize their desired needs and they will be able to realize healthy financial behavior. (Ubaidillah & Asandimitra, 2019)

Locus of Control, which reflects an individual's belief regarding the extent to which they can control the events in their life, plays an important role in investment decisions. Locus of Control is a person's perspective on an event, namely whether the event can be influenced by the actions in question or not. The size of a person's Locus of Control makes them feel confident in controlling their own behavior. (Ariani, 2016) Investors with an internal Locus of Control tend to believe that they have control over their investment results and will be more responsible in making investment decisions. In contrast, those with an external Locus of Control may feel that fate and external factors are more dominant in determining their investment results. In addition, good financial literacy provides a foundation for individuals to understand and manage their financial conditions more effectively. This allows them to make wiser and more informed investment decisions. When high financial literacy is combined with an internal Locus of Control, the individual is more likely to make optimal investment decisions, leveraging their financial knowledge and the belief that they can influence their investment outcomes. Therefore, financial literacy and Locus of Control together can significantly influence investment decisions, especially for young Gen Z students and entrepreneurs.

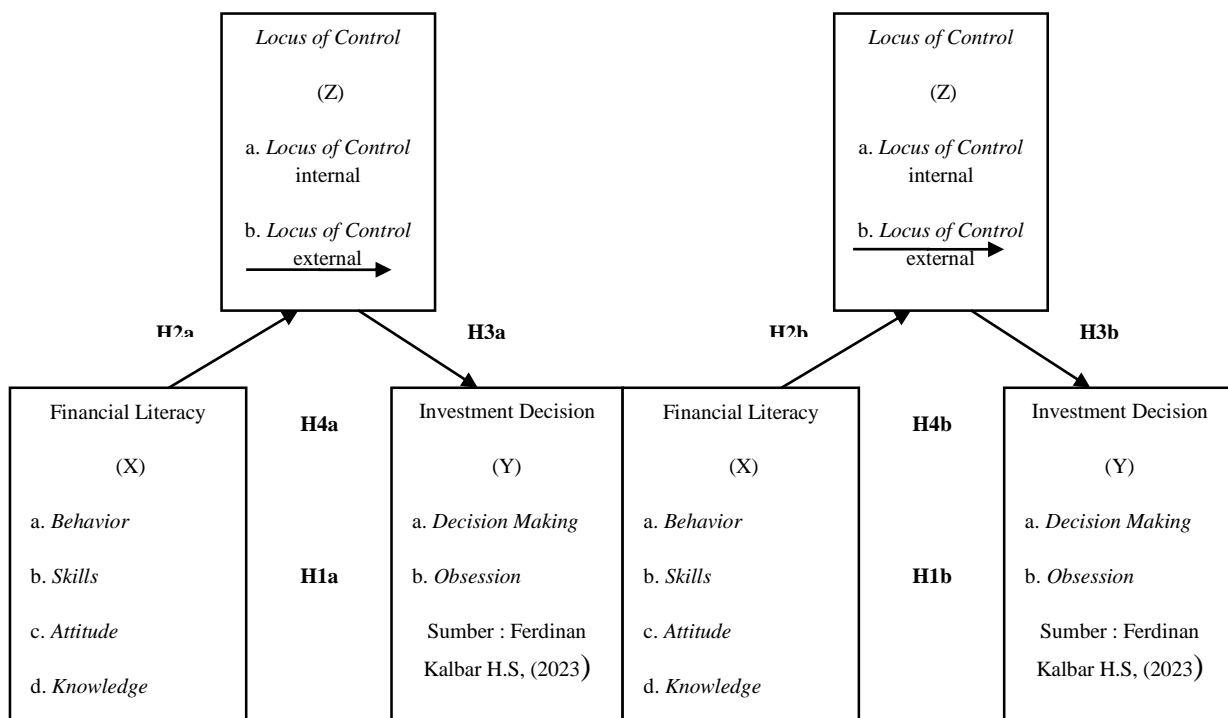
Based on this, the following hypothesis is proposed.

H<sub>3a</sub> : Locus of Control has a significant influence on Investment Decisions among young Gen Z student entrepreneurs.

H<sub>3b</sub> : Locus of Control has a significant effect on Investment Decisions among young Gen Z student entrepreneurs.

H<sub>4a</sub> : Financial Literacy has a significant effect on Investment Decisions through Locus of Control moderation in young Gen Z entrepreneurial students.

H<sub>4b</sub> : Financial Literacy has a significant effect on Investment Decisions through Locus of Control moderation in young Gen Z entrepreneurial students.



### III. RESEARCH METHODOLOGIES

The research methodology used in this research is a quantitative approach method. The researchers collected data by distributing questionnaires. Data is collected through a questionnaire using a predetermined measurement scale known as the Likert scale. The sample for this research was selected from students and young entrepreneurs from Gen Z. A total of 131 respondents were collected by researchers and analyzed using the IBM SPSS application.

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**Table 1. Operational Research Variables**

Variable	Dimensions	Items	Question
Financial Literacy (Bongomin & Ntaji, 2017)	<i>Behaviour</i>	LK_1	I think the habit of comparing prices before buying something plays a role in budget and investment management strategies.
		LK_2	I buy things based on need rather than desire in managing cash flow and allocating funds for business growth.
		LK_3	I create a regular budget and monitor expenses in financial use for business development and investment.
		LK_4	I have an emergency fund to anticipate unexpected emergencies to maintain financial stability.
	<i>Skills</i>	LK_5	I calculate the costs of every financial transaction carried out in managing businesses and investments.
		LK_6	I allocate my personal budget wisely in an effort to manage personal finances and expand capital for business growth.
		LK_7	I carry out long-term financial planning appropriately to build financial stability.
		LK_8	I understand personal financial reports well to help manage business and investments.
		LK_9	I have the awareness to set aside money to save or invest to create personal financial stability and support business growth.
		LK_10	In my opinion, the importance of investing for long-term targets is important in achieving personal financial stability and supporting business growth.
		LK_11	I believe that investment is the key to achieving financial stability in the future.
	<i>Attitude</i>	LK_12	I have an understanding of basic investment concepts such as risk and return in personal and business financial management strategies.
		LK_13	In my opinion, it is important to have the ability to choose investments that suit your financial needs and goals in achieving business growth,
		LK_14	I have an understanding of how to manage my finances and investments.
	<i>Knowledge</i>	LK_15	I have sufficient knowledge about financial risk management in business and investment management.
<i>Decision Making</i>		KI_1	I have a tendency to consider all relevant factors before finally deciding which investment to choose in achieving business growth.
		KI_2	I conduct in-depth analysis before making decisions regarding investments to be made to achieve personal and business financial goals.
	KI_3	I tend to make investment decisions after conducting an in-depth analysis of risks and returns.	
Investment decision (Kalbar, 2023)			

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			KI_4	I tend to seek advice from financial experts before making decisions in achieving business growth and investment.
			KI_5	I have the drive to continuously monitor market situations and trends before making decisions in achieving business growth and investment.
	<i>Obsession</i>		KI_6	I tend to pay attention to information and news before deciding on the investment I will make.
			KI_7	I tend to be obsessed with making profits to the point of sometimes ignoring the risks involved in achieving business and investment growth
			KI_8	I have an awareness of the obsession with investing and how it can affect the balance between mental and emotional well-being.
			KI_9	I have confidence in taking higher risks or a tendency to neglect other aspects.
<i>Locus of Control (Putra, 2015)</i>	<i>Locus of Control (internal)</i>		LOC_1	I have awareness of my own control in making decisions to achieve business growth and investment.
			LOC_2	I have confidence in success or failure depending on personal effort and ability.
			LOC_3	I tend to look for solutions and take the initiative in handling challenges on my own regarding the growth of my business and investments.
			LOC_4	I tend to prefer to carry out in-depth analysis or rely on intuition regarding the growth of my business and investments.
	<i>Locus of Control (external)</i>		LOC_5	External factors influence the actions and decisions I take in determining my business growth strategy
			LOC_6	External factors influence the actions and decisions I take in determining strategies to increase my investment growth
			LOC_7	I believe that the success or failure of investment in increasing business growth and investment is greatly influenced by factors such as market conditions, luck or

**IV. DISCUSSIONS**

Respondent characteristics consist of identity presented with values and percentages. With these respondent characteristics, it can be seen whether the respondent matches the intended target. Respondents are asked to fill in a personal profile, including: gender, current education, monthly income, monthly expenses, Gen-Z age, whether they are an investor. The following is table 2 characteristics of respondents in this study.

**Table 2. Characteristics of Respondents**

no	characteristics		total	percentage
1	Gender	Man	75 people	57%
		Woman	56 people	43%
2	Education Today	D3	23 people	18%
		D4/S1	86 people	66%
		S2/S3	22 people	16%

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3	Monthly Income	< 3 million	42 people	32%
		3 million-5 million	55 people	42%
		5 million-15 million	29 people	22%
		15 million-30 million	4 people	3%
		>30 million	1 person	1%
4	Monthly Expenses	< 3 million	93 people	71%
		3 million-5 million	33 people	25%
		5 million-15 million	5 people	4%
		15 million-30 million	-	
		>30 million	-	

Source: Data processed by researchers (2024)

Based on table 3. Above, for the calculation of the male dataset, the value  $b = 0.518$ , while the value  $a = 5.178$ . The meaning of this equation is that the constant value of  $a = 5.178$  means that if there is no financial literacy variable then the investment decision variable is 5.178 units. Meanwhile, the financial literacy regression coefficient value is  $b = 0.518$ , meaning that every time there is an increase in the financial literacy variable by one unit, the investment decision variable will increase by 0.518 units.

It can be seen that the  $t$  value for the financial literacy variable is 11.236, with a significance of 0.094. The R square value contained is 0.700 or 70%. This shows that the contribution of financial literacy to investment decisions is 70%, while the remaining 30% is the contribution of other variables not included in the research. for the calculated  $F$  value (126.262) > table  $F$  value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus, the financial literacy variable has a significant influence on investment decisions.

Meanwhile, for calculating the female dataset, the value  $b = 0.545$ , while the value  $a = 2.925$ . The meaning of this equation is that the constant value of  $a = 2.925$  means that if there is no financial literacy variable then the investment decision variable is 2.925 units. Meanwhile, the financial literacy regression coefficient value is  $b = 0.545$ , meaning that every time there is an increase in the financial literacy variable by one unit, the investment decision variable will increase by 0.545 units.

It can be seen that the  $t$  value for the financial literacy variable is 6.997, with a significance of 0.564. The R square value in the table is 0.476 or 47.6%. This shows that the contribution of the influence of investment decisions to investment decisions is 47.6%, while the remaining 52.4% is the contribution of other variables not included in the research. It can be seen that the calculated  $F$  value (48.965) > table  $F$  value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus, the financial literacy variable has a significant influence on investment decisions. So for hypothesis  $H_{1a}$   $H_{1b}$ : Financial Literacy has a significant influence on Investment Decisions among young Gen Z students and entrepreneurs. Findings in research conducted by (N. P. P. Dewi & Krisnawati, 2020) support the importance of financial literacy by showing that financial literacy has a significant positive impact on individual investment decision-making behavior. In other words, the higher a person's level of financial literacy. The better the investment decision making behavior one has. (Awais et al., 2016) noted that individuals who have broader knowledge about financial issues have better abilities in making investment decisions compared to individuals who have limited knowledge.

**Table 3. Analysis results**

Hypothesis		Unstandardized Coeff.	Standardized Coeff.	t	Sig.	F	Sig.	R-sq	Adj. R-sq	Note.
Gender : Male	B	Std. Error	B							
DV : Investment Decisions										
H1	Cons.	5.178	3.036	1.706	0.094	126.242	0.000	0.700	0.695	Supported

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	Financial Literacy	0.518	0.046	0.837	11.236	0.000					
H2	DV : Locus of Control										
	Cons	4.722	2.654		1.779	0.081	94.103	0.000	0.635	0.629	Supported
	Financial Literacy	0.391	0.040	0.797	9.701	0.000					
H3	DV : Investment Decisions										
	Cons	7.541	2.962		2.546	0.014	114.914	0.000	0.680	0.674	Supported
	Locus of Control	1.041	0.097	0.825	10.720	0.000					
H1	Gender : Female										
	DV : Investment Decisions										
	Cons	2.925	5.035		0.581	0.564	48.965	0.000	0.476	0.466	Supported
	Financial Literacy	0.545	0.078	0.690	6.997	0.000					
H2	DV : Locus of Control										
	Cons	9.641	4.036		2.344	0.023	25.560	0.000	0.321	0.309	Supported
	Financial Literacy	0.316	0.062	0.567	5.056	0.000					
H3	DV : Investment Decisions										
	Cons	6.701	3.886		1.724	0.090	65.702	0.000	0.549	0.541	Supported
	Locus of Control	1.051	0.130	0.741	8.106	0.000					

Based on table 3. Above, for the calculation of the male dataset, the value  $b = 0.391$ , while the value  $a = 4.722$ . The meaning of this equation is that the constant value of  $a = 4.722$  means that if there is no financial literacy variable then the locus of control variable is 4.722 units. Meanwhile, the financial literacy regression coefficient value is  $b = 0.391$ , meaning that every time there is an increase in the financial literacy variable by one unit, the locus of control variable will increase by 0.391 units.

It can be seen that the  $t$  value for the financial literacy variable is 9.701, with a significance of 0.081. The R square value in the table is 0.635 or 63.5%. This shows that the contribution of financial literacy to locus of control is 63.5%, while the remaining 36.5% is the contribution of other variables not included in the research. It can be seen that the calculated  $F$  value (94.103) >  $F$  table value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus, the financial literacy variable has a significant influence on locus of control.

Meanwhile, for calculating the female dataset, the value  $b = 0.316$  is obtained, while the value  $a = 9.641$ . The meaning of this equation is that the constant value of  $a = 9.641$  means that if there is no financial literacy variable then the investment decision



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variable is 9.641 units. Meanwhile, the financial literacy regression coefficient value is  $b = 0.316$ , meaning that every time there is an increase in the financial literacy variable by one unit, the investment decision variable will increase by 0.316 units.

It can be seen that the t-count value for the financial literacy variable is 5.056, with a significance of 0.023. The R square value in the model summary table is 0.321 or 32.1%. This shows that the contribution of the influence of investment decisions to locus of control is 32.1%, while the remaining 67.9% is the contribution of other variables not included in the research. It can be seen that the calculated F value (25.560) > table F value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus, the financial literacy variable has a significant influence on locus of control. So for the hypothesis  $H_{2a}$   $H_{2b}$  : Financial Literacy has a significant effect on young Gen Z students and entrepreneurs. Based on previous research by (Shinta & Lestari, 2019) good and wise financial management behavior must be balanced by good self-control (locus of control). Locus of control can be understood from a person's perspective on an event which is related to someone who can control themselves, such as whether or not a person can control the events that happen to them. Financial literacy can be interpreted as a series of processes or activities to increase students' knowledge, skills and confidence so that they are able to manage their finances. According to (Kholilah & Iramani, 2013) Locus of Control mediates financial knowledge on financial management behavior. So, it can be concluded that someone with good financial literacy can control themselves and can apply locus of control well and form good and responsible financial management behavior.

Based on table 3. Above, for the calculation of the male dataset, the value  $b = 1,041$  is obtained while the value  $a = 7,541$ . The meaning of this equation is that the constant value of  $a = 7.541$  means that if there is no investment decision variable then the locus of control variable is 7.541 units. Meanwhile, the financial literacy regression coefficient value is  $b = 1.041$ , meaning that every time there is an increase in the investment decision variable by one unit, the locus of control variable will increase by 1.041 units.

It can be seen that the t value for the investment decision variable is 10.720, with a significance of 0.014. The R square value in the model summary table is 0.680 or 68%. This shows that the contribution of the influence of investment decisions to locus of control is 68%, while the remaining 32% is the contribution of other variables not included in the research. It can be seen that the calculated F value (114.914) > F table value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus, the investment decision variable has a significant influence on locus of control.

Meanwhile, for calculating the female dataset, the value  $b = 1.051$ , while the value  $a = 6.701$ . The meaning of this equation is that the constant value of  $a = 6.701$  means that if there is no financial literacy variable then the investment decision variable is 6.701 units. Meanwhile, the financial literacy regression coefficient value is  $b = 1.051$ , meaning that every time there is an increase in the financial literacy variable by one unit, the investment decision variable will increase by 1.051 units.

It can be seen that the t value for the financial literacy variable is 8.106, with a significance of 0.090. The R square value in the model summary table is 0.549 or 54.9%. This shows that the contribution of the influence of investment decisions to locus of control is 54.9%, while the remaining 45.1% is the contribution of other variables not included in the research. It can be seen that the calculated F value (65.702) > F table value (3.07), so it can be concluded that the independent variables together have an effect on the dependent variable. Thus investment decisions have a significant influence on locus of control. So for the hypothesis  $H_{3a}$   $H_{3b}$  : Locus of Control has a significant effect on Investment Decisions among young Gen Z businessmen and students. Based on previous research results, (Mcgee & Mcgee, 2011) it is stated that internal locus of control is very influential in achieving greater levels of profit by believing in one's own strengths, while external locus of control produces ineffective profits.

### Sobel Test Results

	Memasukkan:	Statistik uji:	Kesalahan Standar:	nilai p :
A	0.518	Uji Sobel:	7.76889555	0.06940987
B	1.041	Tes Aroian:	7.75289251	0.06955314
adalah	0.046	Uji Goodman:	7.7849981	0.0692663
sebuah				
aku	0.097	Reset all	Menghitung	
b				

Figure 4.Sobel Test Results for Male Gender Data

Source: IBM SPSS Processed Data

The results of the Sobel test show that the t-count value is 7.768 > the t-table (1.978). So according to the results of manual calculations, *locus of control* mediates the influence of financial literacy (X) on investment decisions (Y).

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Input:		Test statistic:	Std. Error:	p-value:
a	0.316	Sobel test: 4.31150346	0.07703021	0.00001621
b	1.051	Aroian test: 4.28809362	0.07745073	0.00001802
s <sub>a</sub>	0.062	Goodman test: 4.33530093	0.07660737	0.00001456
s <sub>b</sub>	0.130	Reset all	Calculate	

Figure 5. Sobel Test Results for Female Gender Data

Source: IBM SPSS Processed Data

The results of the Sobel test show that the t-count value is 4,311 > the t-table (1,978). So according to the results of manual calculations, locus of control mediates the influence of financial literacy (X) on investment decisions (Y).

Based on tables 4 and 5, a hypothesis can be drawn for  $H_{4a}$   $H_{4b}$ : Financial Literacy has a significant effect on Investment Decisions through Locus of Control moderation in Gen Z young business students and entrepreneurs. This is in line with the research conducted which (Fadila et al., 2022) obtained results that financial literacy and locus of control had a positive effect on investment decisions.

### CONCLUSIONS

From the results of the research and discussions that have been carried out regarding the analysis of the influence of financial literacy on investment decisions using the locus of control variable in case studies based on gender among young Gen-z entrepreneurial students, it can be concluded that the level of financial literacy is in the good category. Then financial literacy influences investment decisions, financial literacy influences investment decisions with locus of control as a mediating variable. From the conclusions made above, suggestions can be made for young Gen-z entrepreneurial students, to continue improve financial literacy programs, especially those focused on investment. Workshops, seminars and short courses can be an effective way to improve their financial knowledge and skills. They are encouraged to develop an internal locus of control. This can be done by providing training that focuses on self-development, risk management and independent decision making. By paying attention to these conclusions and suggestions, it is hoped that young Gen-Z student entrepreneurs can make better and informed investment decisions, which will ultimately contribute to their financial success in the future.

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