PENGARUH LITERASI KEUANGAN, MOTIVASI INVESTASI, *RISK TOLERANCE*, DAN *MEDIA EXPOSURE* TERHADAP KEPUTUSAN INVESTASI GENERASI Z DI KABUPATEN BULELENG

Oleh

Putu Vijanitha Datha, NIM 1917051072

Jurusan Ekonomi dan Akuntansi

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan, motivasi investasi, *risk tolerance*, dan *media exposure* terhadap keputusan investasi Generasi Z di Kabupaten Buleleng. Latar belakang penelitian didasarkan pada semakin meningkatnya minat Generasi Z terhadap aktivitas investasi yang didukung oleh perkembangan teknologi digital dan kemudahan akses informasi. Meskipun demikian, keputusan investasi yang diambil tidak selalu didasarkan pada pertimbangan yang rasional sehingga diperlukan pemahaman mengenai faktor-faktor yang memengaruhi keputusan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Populasi penelitian adalah Generasi Z yang berdomisili di Kabupaten Buleleng dan memenuhi kriteria sebagai responden penelitian. Penentuan sampel dilakukan menggunakan teknik *purposive sampling*. Data primer dikumpulkan melalui penyebaran kuesioner secara langsung dan melalui Google Form yang disusun menggunakan skala Likert. Sebelum digunakan dalam penelitian, instrumen telah melalui uji validitas dan uji reliabilitas sehingga dinyatakan layak sebagai alat pengumpulan data. Data yang diperoleh kemudian dianalisis menggunakan analisis regresi linear berganda dengan bantuan program IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa literasi keuangan, motivasi investasi, *risk tolerance*, dan *media exposure* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan investasi Generasi Z di Kabupaten Buleleng. Temuan ini menunjukkan bahwa peningkatan pengetahuan keuangan, dorongan untuk berinvestasi, kemampuan dalam menghadapi risiko, serta keterpaparan terhadap informasi investasi melalui berbagai media berperan penting dalam mendorong individu mengambil keputusan investasi yang lebih baik.

Kata kunci: keputusan investasi, literasi keuangan, *media exposure*, motivasi investasi, *risk tolerance.*

THE INFLUENCE OF FINANCIAL LITERACY, INVESTMENT MOTIVATION, RISK TOLERANCE, AND MEDIA EXPOSURE ON GENERATION Z'S INVESTMENT DECISIONS IN BULELENG REGENCY

By

Putu Vijanitha Datha, NIM 1917051072

Department of Economic and Accounting

ABSTRACT

This study aims to examine the influence of financial literacy, investment motivation, risk tolerance, and media exposure on Generation Z's investment decisions in Buleleng Regency. The study is motivated by the growing interest of Generation Z in investment activities, driven by advances in digital technology and easier access to financial information. However, investment decisions are not always based on rational considerations, highlighting the need to understand the factors that influence such decisions. This study employed a quantitative approach using a causal research design. The population consisted of Generation Z individuals residing in Buleleng Regency who met the established respondent criteria. The sample was selected using a purposive sampling technique. Primary data were collected through questionnaires distributed both in person and via Google Forms using a five-point Likert scale. Prior to data collection, the research instrument was tested for validity and reliability and was deemed appropriate for use. The collected data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics software. The findings indicate that financial literacy, investment motivation, risk tolerance, and media exposure have positive and significant effects, both individually and simultaneously, on Generation Z's investment decisions in Buleleng Regency. These findings suggest that greater financial knowledge, stronger investment motivation, higher risk tolerance, and increased exposure to investment-related information through various media play important roles in encouraging individuals to make better investment decisions.

Keywords: *financial literacy, investment decisions, investment motivation, media exposure, risk tolerance.*