

ABSTRAK

Viana Muna Munipati Sukma. 2024 “Pengaruh *Financial literacy*, *Personal Interest*, dan *Environment* terhadap *Investment Awareness*” (Survey pada mahasiswa Jurusan Pendidikan Ekonomi Univesitas Siliwangi). Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya. Di bawah bimbingan Raden Roro M.pd dan Astri Srigustini M.Pd.

Masalah dalam penelitian ini adalah *investment Awareness*_mahasiswa Jurusan Pendidikan Ekonomi yang masih rendah. Tujuan dari penelitian ini untuk mengetahui “Pengaruh *Financial literacy*, *Personal Interest*, dan *Environment* terhadap *Investment Awareness*” penelitian ini menggunakan metode penelitian *survey explanatory* populasi penelitian ini yaitu mahasiswa jurusan Pendidikan Ekonomi Universitas Siliwangi angkatan 2021, 2022, 2023. Adapun teknik pengambilan sampel digunakan menggunakan *probability random sampling* dengan menggunakan *proportionate stratified random sampling* yang berjumlah 195 orang mahasiswa. Teknik pengumpulan data menggunakan kuisisioner dan teknik analisis data menggunakan bantuan program SPSS 25.0 for windows. Adapun hasil penelitian uji persial menyatakan bahwa nilai signifikasi *financial literacy* adalah 0,046 artinya terdapat pengaruh *financial literacy* terhadap *investment awareness*, nilai signifikan *personal interest* adalah 0,000 artinya terdapat pengaruh *personal interest* terhadap *investment awareness* dan nilai signifikan *environment* adalah 0,001 artinya terdapat pengaruh antara *environment* terhadap *investment awareness* mahasiswa.

Kata Kunci: *Financial Literacy, Personal Interest, dan Environment*

ABSTRACT

Viana Muna Munipati Sukma. 2024 "The Influence of Financial Literacy, Personal Interest, and Environment on Investment Awareness" (Survey of students at the Department of Economic Education, Siliwangi University). Department of Economic Education, Teacher Training and Education, Faculty of Education, Siliwangi University, Tasikmalaya. Under the guidance of Raden Roro M.pd and Astri Srigustini M.Pd.

The problem in this research is that the Investment Awareness of students majoring in Economics Education is still low. The aim of this research is to determine the influence of Financial Literacy, Personal Interest, and Environment on Investment Awareness. This research uses an explanatory survey research method. The population of this research is students majoring in Economic Education at Siliwangu University class of 2021, 2022, 2023. The sampling technique used is probability. random sampling using Proportionate Stratified Random Sampling, totaling 195 students. Data collection techniques use questionnaires and data analysis techniques using the SPSS 25.0 for Windows program. The results of the partial test research state that the significant value of financial literacy is 0.046, meaning that there is an influence of financial literacy on investment awareness, the significant value of personal interest is 0.000, meaning that there is an influence of personal interest on investment awareness and the significant value of the environment is 0.001, meaning that there is an influence of the environment on students' investment awareness.

Keywords: Financial Literacy, Personal Interests, and Environment