

# **STUDENTS' BEHAVIORS IN MAKING DECISIONS TO INVEST IN STOCK IN THE INDONESIA EFFECTS BUREAU (Study Among Students of FEB, Yogyakarta State University)**

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## **ABSTRACT**

This study aims to determine: (1) the effect of Financial Literacy on Risk Aversion; (2) the effect of Personal Value on Risk Aversion; (3) the effect of Technological Progress on Risk Aversion; (4) the effect of Minimum Capital Requirements on Risk Aversion; (5) the effect of Financial Literacy on Investment Decision; (6) the effect of Personal Value on Investment Decision; (7) the effect of Technological Progress on Investment Decision; (8) the effect of Minimum Capital Requirements on Investment Decision; (9) the effect of Risk Aversion on Investment Decision; (10) the effect of Financial Literacy on Investment Decision through Risk Aversion as a moderating variable; (11) the effect of Personal Value on Investment Decision through Risk Aversion as a moderating variable; (12) the effect of Technological Progress on Investment Decision through Risk Aversion as a moderating variable; (13) the effect of Minimum Capital Requirements on Investment Decision through Risk Aversion as a moderating variable.

This type of research is causal associative using a quantitative approach. Data collection techniques with questionnaire data collection methods. The population in the study were students of the Faculty of Economics, Yogyakarta State University. The sample in this study were 100 respondents taken with purposive sampling technique. The data analysis technique used Partial Least Square (PLS)-SEM.

Kata Kunci: *Financial Literacy, Risk Aversion, Investment Decision, Technological Progress*