

**PENGARUH LITERASI KEUANGAN, PENGETAHUAN KEUANGAN  
DAN PERILAKU KEUANGAN TERHADAP INVESTASI DENGAN  
PERSEPSI RISIKO SEBAGAI VARIABEL MODERASI  
PADA GEN-Z DI YOGYAKARTA  
PADA TAHUN 2024**

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**ABSTRAK**

*This study aims to examine the effect of financial literacy, financial knowledge, and financial behavior on investment decision making with risk perception as a moderating variable in Generation Z in Yogyakarta. This research uses a quantitative approach with a simple random sampling method. The research sample is investors belonging to Generation Z born in 1997-2012 who have invested in the capital market. Data analysis in this study used multiple regression analysis and moderation regression analysis using SPSS software. The testing stages carried out include validity test, reliability test, multiple regression analysis, moderation regression analysis, t test, and coefficient of determination test. The results of this study indicate that partially the variables of financial literacy, financial knowledge, and financial behavior have a significant positive effect on investment decisions in the capital market, while the risk perception variable is able to moderate the influence between financial literacy variables on investment decisions and is able to moderate the influence between financial behavior variables on investment decisions and in the capital market. Risk perception is not able to moderate the influence between financial knowledge variables on investment decisions.*

**Kata-kata Kunci:** perilaku keuangan; literasi keuangan; pengetahuan keuangan; persepsi risiko;