

ABSTRAK

RINI ANGGRIANI PUTRI, 2023. Pengaruh Literasi Keuangan Dan *Locus Of Control Internal* Terhadap Pengambilan Keputusan Berinvestasi Di Pasar Modal. Skripsi, Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh Asri Jaya dan Alamsjah.

Tujuan penelitian ini untuk mengetahui pengaruh literasi Keuangan dan *locus of control internal* terhadap pengambilan keputusan berinvestasi di pasar modal. Jenis metode penelitian yang dilakukan adalah kuantitatif, jenis data yang digunakan dalam penelitian ini adalah data primer. Teknik analisis data yang digunakan adalah uji asumsi klasik, regresi berganda, uji hipotesis dengan bantuan program SPSS v 25. Teknik pengumpulan data dengan menyebarkan kuesioner dalam bentuk *google form* dan diperoleh sebanyak 96 responden. Hasil penelitian menunjukkan bahwa variabel literasi keuangan berpengaruh positif terhadap pengambilan keputusan berinvestasi di pasar modal dan variabel *locus of control internal* tidak berpengaruh terhadap pengambilan keputusan berinvestasi di pasar modal.

Kata Kunci : Literasi Keuangan, *Locus Of Control Internal*, Keputusan Berinvestasi



ABSTRACT

RINI ANGGRIANI PUTRI, 2023, *The Influence of Financial Literacy And Locus Of Control Internal on Investment Decisions In The Capital Market*. Thesis, Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Asri Jaya and Alamsjah.

The purpose of this study was to determine the effect of financial literacy and locus of control internal on investment decision making in the capital market. The type of research method used is quantitative, the type of data used in this research is primary data. The data analysis technique used was the classical assumption test, multiple regression, hypothesis testing with the help of the SPSS v 25 program. The data collection technique was by distributing questionnaires in the form of google form and a total of 96 respondents were obtained. The results showed that the financial literacy variable had a positive effect on investment decision making in the capital market. And the locus of control internal variable had no effect on investment decision making in the capital market.

Keywords: Financial Literacy, Locus Of Control Internal, Investment Decision

