

ABSTRACT

Nofri Finanda (2014/14059042) : Pengaruh *Financial Literacy*, *Risk Preference* dan *Risk Perception* terhadap Keputusan Investasi Mahasiswa Fakultas Ekonomi Universitas Negeri Padang.

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This research aims to analyze the influence of financial literacy, risk preferences and risk perception of investment decisions of student in the Faculty of Economics, State University of padang. The number of samples researched as much as 200 respondents who make transactions in the stock market. Type of data obtained with questionnaires distribution while secondary data obtained from www.idx.co.id and www.paninsekuritas.co.id. The data was analyzed with multiple regression analysis using SPSS version 16.0 program. The result of this research are : (1) Financial literacy has a positive and significant effect on investment decisions of student in the Faculty of Economics, State University of padang (2) Risk preferences have a negative and significant effect on investment decisions of student in the Faculty of Economics, State University of padang (3) Risk perception has a positive and significant effect on investment decisions of student in the Faculty of Economics, State University of padang.

Keywords- *Financial literacy, risk preference, risk perception, Investment Decisions*