

**PENGARUH LITERASI KEUANGAN DAN *FINANCIAL TECHNOLOGY*
TERHADAP SUSTAINABILITY INVESTOR PASAR MODAL
DI KOTA BANDUNG**

Ditulis Oleh:
Indi Warisna Yuliana

Dibimbing Oleh:
Mirza H. Yuneline, ST., MBA., QWP., CRA.,CSF

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh literasi keuangan dan *financial technology* terhadap *sustainability* investor pasar modal di Kota Bandung. Populasi dalam penelitian ini adalah investor pasar modal yang telah membuka akun di aplikasi sekuritas di Kota Bandung. Jumlah 100 sampel dengan perhitungan penentuan sampel menggunakan rumus *Taro Yamane*. Teknik pengambilan sampel ini melalui pendekatan *Nonprobability Sampling* yaitu *Purposive Sampling*. Instrumen analisis statistik menggunakan uji validitas, uji realibilitas, uji asumsi klasik, uji multikolinieritas, uji heteoskedastisitas, uji auto korelasi, analisis regresi linier berganda, analisis koefisien determinasi, uji t, dan uji f dengan bantuan *software* SPSS versi 26. Hasil penelitian menunjukkan bahwa literasi keuangan dan *financial technology* termasuk dalam kategori “baik” dan *sustainability* investor pada pasar modal termasuk dalam kategori “baik”. Hasil analisis secara parsial dan simultan literasi keuangan dan *financial technology* memiliki pengaruh secara signifikan terhadap *sustainability* investor pasar modal di Kota Bandung.

Kata Kunci: *Literasi Keuangan, Financial Technology, Sustainability Investor*

**THE EFFECT OF FINANCIAL LITERACY AND FINANCIAL
TECHNOLOGY ON THE SUSTAINABILITY OF CAPITAL MARKET
INVESTORS IN BANDUNG CITY**

Written by:
Indi Warisna Yuliana

Preceptor by:
Mirza H. Yuneline, ST., MBA., QWP., CRA.,CSF

ABSTRACT

This research aims to determine the influence of financial literacy and financial technology on the sustainability of capital market investors in the city of Bandung. The population in this research is capital market investors who have opened accounts on securities applications in Bandung City. Total 100 samples with sample determination calculations using the Taro Yamane formula. This sampling technique uses a nonprobability sampling approach, namely Purposive Sampling. The statistical analysis instrument uses validity test, reliability test, classical assumption test, multicollinearity test, heteroscedasticity test, auto correlation test, multiple linear regression analysis, coefficient of determination analysis, t test, and f test with the help of SPSS version 26 software. The research results show that financial literacy and financial technology are included in the "good" category and investor sustainability in the capital market is included in the "good" category. The results of partial and simultaneous analysis of financial literacy and financial technology have a significant influence on the sustainability of capital market investors in the city of Bandung.

Keywords: *financial literacy, financial technology, sustainability investors*