

# **PENGARUH SARAN INVESTASI DAN PENGALAMAN INVESTASI TERHADAP KEPUTUSAN INVESTASI PADA GENERASI MILENIAL DI KOTA BANDUNG**

Ditulis Oleh:  
Reska Rahmawati

Dibimbing Oleh:  
Gatot Iwan Kurniawan, SE., MBA., CRA., CSF., CMA

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh saran investasi dan pengalaman investasi terhadap keputusan investasi pada generasi milenial di Kota Bandung. Populasi dalam penelitian ini adalah investor generasi milenial di Kota Bandung. Jumlah 269 sampel, teknik pengambilan sampel ini melalui pendekatan *Nonprobability Sampling* yaitu *Purposive Sampling*. Instrumen analisis statistik menggunakan pendekatan analisis regresi linier berganda dengan bantuan *software* SPSS versi 29. Hasil penelitian menunjukkan bahwa saran investasi dan pengalaman investasi termasuk dalam kategori baik dan Hasil analisis saran investasi dan keputusan investasi memiliki pengaruh secara signifikan terhadap keputusan investasi pada generasi milenial di Kota Bandung.

**Kata Kunci:** *Saran Investasi, Pengalaman Investasi, Keputusan Investasi*

***THE INFLUENCE OF INVESTMENT ADVICE AND INVESTMENT EXPERIENCE  
ON INVESTMENT DECISIONS IN THE MILLENNIAL GENERATION IN BANDUNG  
CITY***

*Written by:*

Reska Rahmawati

*Preceptor by:*

Gatot Iwan Kurniawan, SE., MBA., CRA., CSF., CMA

**ABSTRACT**

*This study aims to determine the effect of investment advice and investment experience on investment decisions in the millennial generation in Bandung City. The population in this study were millennial generation investors in Bandung City. Total 269 samples, this sampling technique is through a Nonprobability Sampling approach, namely Purposive Sampling. The statistical analysis instrument uses a multiple linear regression analysis approach with the help of SPSS software version 29. The results showed that investment advice and investment experience were in the good category and the results of investment advice and investment decisions had a significant influence on investment decisions in the millennial generation in Bandung City.*

***Keywords: Investment Advice, Investment Experience, Investment Decisions***