

THE INFLUENCE OF FINANCIAL LITERACY, FINANCIAL INCLUSION AND FINANCIAL BEHAVIOR ON INTENTION IN INVESTING LECTURERS AND EDUCATION PERSONNEL PGRI ADIBUANA UNIVERSITY SURABAYA IN THE CAPITAL MARKET

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Abstract: The purpose of this study was to determine and analyze the effect of financial literacy, financial inclusion and financial behavior on the investment interest of lecturers and education staff at PGRI Adi Buana University, Surabaya. The sample selection technique used is non-probability sampling and the sampling technique is purposive sampling. Data was taken using an online questionnaire in the form of a google form. Data management is carried out using SmartPLS software. Based on the results of the analysis, financial literacy, financial inclusion, financial behavior have a positive and significant influence on investment interest, the influence of both is in the same direction. That is, if the better the financial literacy of the lecturers and education staff at the PGRI Adibuana Surabaya University in the Capital Market, the interest in investing will increase.

Keywords: *financial literacy, financial inclusion, financial behavior interest in investment.*

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1. Introduction

The Indonesian people's financial literacy index for capital market financial products and services is the lowest compared to other financial products and services. The financial literacy index for stocks is 1.1%, mutual funds are 0.2%, and bonds are 0.1%. The low financial literacy index for mutual funds is disproportionate to the level of public knowledge of mutual funds, which is at 7.9%. For this reason, various efforts and strategies are needed in the long term so that more and more Indonesian people are willing to take advantage of investment financial products and services in order to optimize the potential profits to be obtained as well as develop personal assets. (Financial Services Authority, 2016).

The culture of consumerism is high and almost all needs are creeping up and if they cannot manage their finances, especially if their finances are inadequate, further consideration is needed in this matter. Prices are increasing without being matched by the ability to increase adequate income, so managing finances wisely is very important. Poor financial behavior can lead to disorientation in making financial decisions every day (Yulianti & Silvy, 2013).

This can also affect the motivation of UNIPA Surabaya Lecturers and Educators in investing, so that when there is strong motivation there will be more interest in investing. Even though each individual lecturer has his own financial behavior, when the culture of

consumerism is high and almost all the prices of necessities creep up, if you can't manage your finances properly, there will be less reserves for investment. Formulation of The Problem :

- 1) Does financial literacy have a significant effect on investment interest by UNIPA Surabaya Lecturers and Educators?
- 2) Does financial inclusion have a significant effect on interest in investment by UNIPA Surabaya Lecturers and Educators?
- 3) Does financial behavior have a significant effect on investment interest by UNIPA Surabaya Lecturers and Educators?

Research Purposes

The objectives to be achieved in this research are:

- 1) To find out and analyze the influence of financial literacy on investment interest by UNIPA Surabaya Lecturers and Educators.
- 2) To find out and analyze the effect of financial inclusion on investment interest by UNIPA Surabaya Lecturers and Educators
- 3) To find out and analyze the effect of financial behavior on investment interest by UNIPA Surabaya Lecturers and Educators.

Benefits Of Research

- 1) This research is expected to be a source of reading and knowledge in the field of investment and financial behavior.
- 2) This research can be used as a means or source of information that can be accessed by other researchers who will conduct research on related topics.
- 3) This research can be used as reading material and reference related to financial literacy. Financial inclusion, and financial behavior towards investment interest in other fields.
- 4) This research can be a source of knowledge in good financial management in the future.

2. Literature Reviews

Financial Literacy describes an individual's ability to deal with financial problems appropriately and successfully. In general, financial literacy discusses a person's income, its sources and the effective and efficient use of his income, spending income by making confident decisions about saving or saving according to the situation (Hussain & Sajjad, 2016). According to (Tsalitsa & Rachmansyah, 2016), financial literacy is the ability to understand, analyze and manage finances to make the right financial decisions to avoid financial problems.

Chen and Volpe (1998) state that financial literacy is divided into 5 (four) indicators, including:

- 1) Knowledge
- 2) Understanding
- 3) Awareness
- 4) Attitude and
- 5) Behavior

Financial inclusion is an individual's experience in making financial decisions. The level of financial experience is an individual that can be measured from the types of financial transactions carried out by the individual (Lusardi & Tufano, 2015). Therefore, financial inclusion can be a lesson in managing finances and investment planning so that making financial decisions every day can be directed and wiser.

Iriani, (2018) financial behavior can be measured by three indicators namely

- 1) Access or availability
- 2) Usage
- 3) Quality

Financial behavior (financial behavior) is a person's ability to manage planning, budgeting, checking, managing, controlling, searching and storing financial funds on a daily basis (Kholilah and Iramani, 2013).

Iriani, (2018) financial behavior can be measured by four indicators namely

- 1) Preparation of the budget
- 2) Money saving and shopping patterns.
- 3) Savings and investment and insurance
- 4) Payment of obligations

Investment interest

According to Fajar and Pustikaningsih (2017) Investment interest is a strong desire or desire for someone to learn everything related to investment to the stage of practicing it (investing).

Bakhri (2018) explains several factors that affect interest in investing, including:

- 1) Neutral Information, is information that comes from outside, providing additional information so that the information held by potential investors becomes more comprehensive.
- 2) Personal Financial Needs, is personal information obtained as long as the investor is involved in the world of investment which can be a kind of guideline for investors in investing.
- 3) Self Image, is information related to the assessment of the company's image.
- 4) Social Relevance, is information concerning the position of the company's shares on the stock exchange, the company's responsibility towards the surrounding environment and the operational areas of national and international companies.
- 5) Classic, is the ability of investors to determine the economic criteria of behavior.
- 6) Professional Recommendation, is an opinion, suggestion, or recommendation from professional parties or experts in the field of investment.

3. Research Methods

Data types and sources

The data source used in this study is primary data. This data was obtained from distributing questionnaires to respondents online.

Population and Sample, the researcher took the population, namely lecturers and education staff at the PGRI Adibuana University, Surabaya Method of collecting data. Samples were taken using the Random Sampling technique. Respondents in this study were 100 respondents. Data analysis techniques use the SmartPLS 3.0 application

Research and measurement variables

Exogenous Variables

1. Financial literacy

Financial literacy used in this study is a combination of knowledge, understanding, awareness, attitude and behavior needed to make financial investment decisions. In this study financial literacy can be measured by the following five indicators:

- a. Knowledge
- b. Understanding

- c. Awareness
- d. Attitude (Attitude) and
- e. Behavior
- 2. Financial inclusion

Financial inclusion is an introduction process, basic knowledge of the capital market is important so education is needed to provide this understanding. The existence of education about the capital market becomes a stimulus in making decisions by creating not only knowledge but also effort. In this study, financial inclusion can be measured by three indicators

 - a. Access or availability (Acces)
 - b. Usage
 - c. Quality
- 3. Financial behavior

Financial behavior is the way individuals organize, treat, manage and use the financial resources they have. In this study financial behavior can be measured by four indicators) as follows:

 - a. Budget preparation
 - b. Money saving and shopping patterns.
 - c. Savings and investment and insurance
 - d. Payment of obligations.

Endogenous Variables

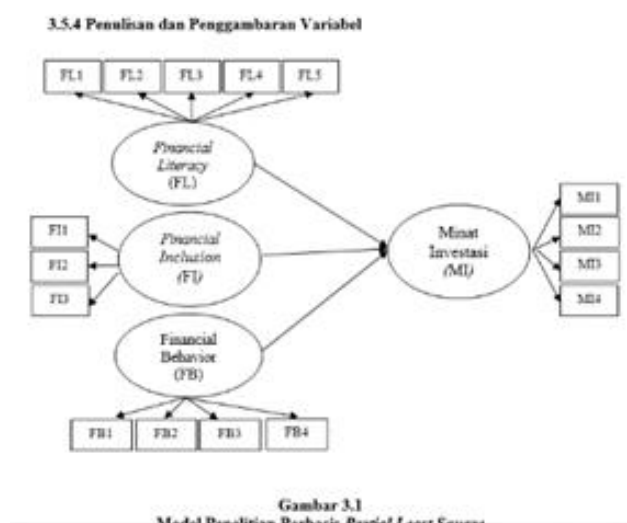
Following are the operational definitions of endogenous variables used in this study:

- 1. Investment interest

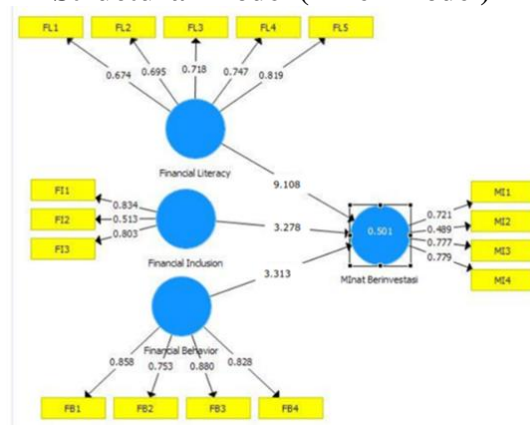
Interest in investment is encouraging or wanting the lecturers and education staff at the PGRI Adibuana University Surabaya to invest their funds with the aim of getting profits in the future. In this study investment interest can be measured by five four as follows:

 - a. Knowledge and understanding of investing
 - b. Conduct introduction and education about the capital market
 - c. IDX activity program
 - d. Capital market school

Writing and Describing Variables



Structural Model (Inner Model)



Financial literacy has a positive effect on investment intention with a path coefficient of 0.764365, acceptable where the T-Statistics value = 9.108989 is greater than the Z value $\alpha = 0.05$ (5%) – 1.96, then it is significant (positive)

- Financial inclusion has a positive effect on investment interest with a path coefficient of 0.300751, acceptable where the T-Statistics value = 3.278492 is greater than the Z value $\alpha = 0.05$ (5%) – 1.96, then it is significant (positive)
- Financial Behavior has a positive effect on investment intention with a path coefficient of 0.262591, acceptable where the T-Statistics value = 3.313668 is greater than the Z value $\alpha = 0.05$ (5%) – 1.96, then it is significant (positive)

4. Result and Discussions

Data analysis descriptive analysis

The Influence of Financial Literacy on Investment Interest

Based on the results of the research that has been done, the results show that financial literacy has an effect on the interest in investing in the capital market for lecturers and education staff at PGRI Adibuana Surabaya University. With a path coefficient of 0.764365. It is acceptable where the T-Statistics value is 9.108989 greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then it is significant (positive), so the hypothesis which states financial literacy has a positive effect on investment intention is acceptable (supported).

The Effect of Financial Inclusion on Investment Interest

Based on the results of the research that has been done, the results show that financial inclusion has an effect on the interest in investing in the capital market for lecturers and education staff at PGRI Adibuana Surabaya University. With a path coefficient of 0.300751. It is acceptable where the T-Statistics value is 3.278492 greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then it is significant (positive), so the hypothesis that financial inclusion has a positive effect on investment interest is acceptable (supported).

The Influence of Financial Behavior on Investment Interest

Based on the results of the research that has been done, the results show that financial behavior has an effect on the interest in investing in the capital market for lecturers and teaching staff at PGRI Adibuana Surabaya University. With a path coefficient of 0.262591. It is acceptable where the T-Statistics value is 3.313668 greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then it is significant (positive), so the hypothesis that financial behavior has a positive effect on investment interest is acceptable (supported).

5. Conclusion

Research conclusions as follows:

1. Based on the results of the analysis, financial literacy has a positive and significant influence on investment intentions, the influence of both is in the same direction. That is, if the better the financial literacy of the lecturers and education staff at the PGRI Adibuana Surabaya University in the Capital Market, the interest in investing will increase.
2. Based on the results of the analysis, financial inclusion has a positive and significant influence on investment interest, the influence of both is in the same direction. That is, the better the financial inclusion of the lecturers and education staff at the PGRI Adibuana Surabaya University in the Capital Market, the greater the investment interest
3. Based on the results of the analysis, financial behavior has a positive and significant influence on investment interest, the influence of both is in the same direction. That is, if the better the financial behavior of the lecturers and education staff at the PGRI Adibuana Surabaya University in the Capital Market, then the interest in investing will increase.

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