FINANCIAL LITERACY AND FINANCIAL ATTITUDES AS MEDIATION FROM THE EFFECT OF THE EASE OF FINANCIAL TECHNOLOGY ON INTEREST STOCK INVESTMENT

Iwan Firdaus SKom.,MM., Riska Rosdiana, SE., M.Si dan Ermalina, SE., MM

Universitas Mercu Buana Indonesia

Abstract: The investment gallery in higher education aims to educate and socialize the capital market to academics in theory and practice so that it is expected to increase the number of local investors and experts in the capital market. Information obtained from the investment gallery of the Indonesia Stock Exchange of Mercu Buana University that the number of customer fund account openings decreased sharply and stopped from 2020 to 2023, this has become very contradictory to the educational efforts that have been carried out by the IDX UMB investment gallery to the academic community of Mercu Buana University. This gap is a very interesting phenomenon to be researched. This study aims to analyze financial literacy and attitudes as a mediator of the influence of financial technology convenience on stock investment interest. The population in this study is students of Mercu Buana University, Faculty of Economics and Business, S1 management study program with a specialization in finance with the sample method used, namely saturated samples where all members of the population are used as samples. The data collection method is by survey method, with research instruments, namely questionnaires. Based on the results of the study, it was concluded that the direct influence of financial literacy, financial attitudes and the ease of financial technology had a positive and significant effect on stock investment interest. This shows that if financial literacy, financial attitudes and the ease of financial technology of students are strengthened, it will increase interest in stock investment among students. Meanwhile, the indirect influence of the ease of financial technology with the mediation of financial literacy, financial attitudes, based on the results of the study, it was found that financial literacy plays a role as a mediator for the convenience of financial technology provides a positive and significant influence on stock investment interest for students, while financial attitudes as a mediation of financial technology do not have an influence on stock investment interest for students.

Keywords: Interest in Stock Investment; Financial Literacy; financial attitudes; financial technology.

Introduction

IDX as a securities trading operator in Indonesia always strives to increase the number of local investors in Indonesia in order to maintain economic stability. Some of the ways that IDX has done to increase the number of investors include: (1) simplifying the requirements for opening a stock account, namely only with an ID card and filling out the RDN form at the appointed bank, (2) determining the minimum initial investment capital of Rp 100,000 through Decree No. Kep-0071/BEI/11/2013, (3) the use of technology to run the exchange through *online trading* which makes it easier for investors to access the exchange, and also minimizes transaction costs, (4) cooperating with securities companies and universities in opening investment galleries. The investment gallery in higher education aims to educate and socialize the capital market to academics in theory and practice so that it is expected to increase the number of local investors and experts in the capital market, this is in line with the government's goal of increasing the number of investors and transaction flows of local investors in order to maintain the growth and stability of the capital market from the volatility of foreign investor fund flows. As of 2018, the IDX has established 410 investment galleries throughout Indonesia. Mercu Buana University is one of hundreds of universities that have an IDX investment gallery with members of the companion exchange (securities) MNC securities. The activities of the investment gallery of the Indonesia Stock Exchange of Mercu Buana University include providing routine education about investing in the capital market through stocks to the academic community of Mercu Buana University with the output of opening customer fund accounts (investment

accounts) of the academic community of Mercu Buana University, with the hope that the number of academic community of Mercu Buana University who open customer fund accounts through the investment gallery of the Indonesia Stock Exchange of Mercu Buana University will be always increasing every year.

Figure 1. Number of Customer Fund Account Openings at the Mercu Buana Investment Gallery for the 2017-2023 Period
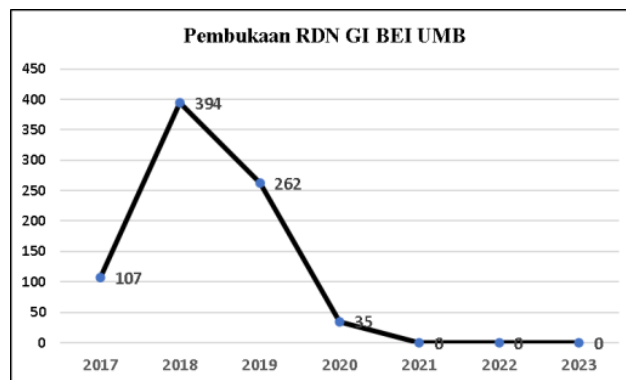
Source: IDX Investment Gallery Mercu Buana University, 2023

From figure 1.1 above, it can be seen that the number of customer fund account openings decreased sharply in 2020 and stopped from 2020 to 2023, this has become very contradictory to the educational efforts that have been carried out by the IDX UMB investment gallery to the academic community of Mercu Buana University, especially students at the Faculty of Economics and Business through capital market seminar activities. capital market school to the Indonesia Stock Exchange. This gap is a very interesting phenomenon to be researched.
The formulation of the problem to be researched in this study is:

1) Does financial literacy affect interest in stock investment?
2) Does financial attitude affect stock investment interest?
3) Does the ease of financial technology affect stock investment interest?
4) Does the ease of financial technology through financial literacy mediation affect stock investment interest?
5) Does the ease of financial technology through the mediation of financial attitudes affect interest in stock investment?

The objectives of this study are as follows:
1) To find out and analyze the influence of financial literacy on stock investment interest.
2) To find out and analyze the influence of financial attitudes on stock investment interest.
3) To find out and analyze the influence of the convenience of financial technology on stock investment interest.
4) To find out and analyze the influence of financial technology facilitation through financial literacy mediation on stock investment interest.
5) To find out and analyze the influence of financial technology convenience through financial attitude mediation on stock investment interest.

The contributions of this research include the following:

1) The contribution of practice to policymakers and investment procedures, it is hoped that this research can be considered as a basis for policy-making that can encourage an increase in interest in stock investment among students.
2) Theoretical contribution for future researchers, it is hoped that this research can be further developed.

Literature Review

Theory of Planned Behaviour (TPB) is a development of the theory of reasoned action (TRA) developed by Ajzen and Fishbein (1985). This theory states that humans tend to act according to intentions and perceptions of control through certain behaviors, where intentions are influenced by behavior, subjective norms and behavioral

control (Deviyanti, Purnamawati, and Yasa, 2017), so that if a person has a perception and is supported by subjective norms and good behavior control about something, the person will get a high intention (motivation) to do an action. Based on the TPB theory that explains a person's interest in doing an action, in this study a person's interest is closer to the interest in stock investment.

Stock Investment Interest

Interest is a tendency that stays in the subject so that they feel happy and willing to be involved in something (Tandio and Widanaputra, 2016). A person who has an interest in something tends to pay attention and get pleasure from the object (Wiandiri, 2020). A person's interests are influenced by various internal and external factors that vary in each individual. Internal factors are impulses of interest that arise from within individuals, for example, emotional impulses to do something, while external factors are impulses of interest that occur due to the interaction of individuals with their environment, for example, an interest in doing something to enter a certain society. Dimensions that can be used to measure individual investment interest include individual interest in knowledge in the capital market (Yusuf, 2019) and individual interest in trying to invest in the capital market (Yusuf 2019, Lopez et al, 2018). Indicators that can be used to assess an individual's interest in capital market knowledge include an individual's desire to find out about the mechanisms of the stock market and also an individual's desire to learn about things related to the stock market, while indicators that can be used to assess interestindividuals to try to invest in the capital market include the interest of individuals to buy stock *instruments* and also individual ownership of stock instruments.

Financial Technology

Pengertian *Financial Technology*

Information technology has become an inseparable part and has even become a necessity in every activity in our lives. Even recently, with the development of technology that is increasingly advanced to make transactions, we are assisted by technology engaged in the financial sector that can help us to make transactions, *save* and also invest. This technological innovation also provides an opportunity to be able to enjoy financial activities anytime, anywhere, safely and of course easily. The term *financial technology* or *fintech* is a combination of financial management and technology, this is also in line with the definition of *fintech* according to Bank Indonesia (2016) *financial technology* (*fintech*) or often referred to as digital finance is an innovation of the financial system digitally so that people can easily access financial products and services and weaken *barrier to entry*, (Bank Indonesia, 2016). Benefits of *Financial Technology.*

Financial literacy is the possession of knowledge, behaviors, and attitudes in understanding the value of money and how to maximize the use of that money (Kadoya and Khan, 2019). Financial literacy can be obtained from various sources, including from formal educational paths such as lessons in college, *informal* such as seminars, and *non-formal* through individual social interaction with their environment, both in the work environment, family, and association with people around them. Financial literacy is also influenced by the sharing of demographic, psychological, and sociological factors such as an individual's age, age, income, education, and personality. From various previous literacy, it is known that along with the increase in individual financial literacy, the nature and financial knowledge will also improve, including improved consumption habits (Kadoya and Khan, 2019) and also increased awareness to save and invest (Thomas and Spataro, 2018). Dimensions that can be used to assess an individual's financial literacy are his knowledge of financial products (Skagerlund, Lind, Stromback, Tinghog, Vastfjall, 2018) and skills in managing finances (Salisa, 2020). Indicators that can be used to assess an individual's knowledge of financial products include his or her knowledge of interest rates, inflation, and other financial products, while indicators that can be used to assess an individual's skills in managing finances include individual actions to diversify and plan financially.

According to Dayanti et al (2020), financial attitudes are assessments, insights or situations of thinking about finance applied to their attitudes. According to Muhidia (2018) Financial attitude is a person's way of responding to a stimulus that will arise from a person or situation. Based on the understanding of the experts above, the author concludes that financial attitudes are defined as the application of financial principles to create and maintain value through appropriate decision-making and resource management.

Financial Attitude Indicators

Financial attitudes according to Widasari (2018) are reflected in five indicators, namely:

1) *Obsession*, refers to a person's mindset regarding money and their perception of the future to manage money well.
2) *Effort*, refers to someone who feels they deserve money for what they have done.
3) *Power*, refers to a person who uses money as a tool to control others and thinks money can solve problems.
4) *Inadequacy*, refers to someone who always feels inadequate in having money. 5) *Retention*, refers to someone who tends not to want to spend money.

Hypothesis development

A hypothesis is a provisional conjecture to a problem that still has to be tested for truth through testing relevant data, the hypothesis in this study is as follows:

a. The effect of financial literacy on stock investment interest

Financial literacy has an important role in stock investment interest because the low level of financial literacy makes individuals consider financial instruments traded in the capital market to be complicated financial instruments so that their ignorance of how the instrument works makes them reluctant to invest in the capital market. Good financial literacy also provides individuals with good knowledge about the risks and returns of financial products in the capital market, helps them streamline transaction costs, and also mitigates the asymmetry of information in the capital market (Khan, Rabbani, and Kadoya 2020). In addition, with good financial literacy, investors can use a rational approach in transacting and mitigate behavioral bias to get a positive return on their investment (Ullah 2019). Based on the explanation above, the first hypothesis in this study is:
H1: Financial literacy has a positive effect on stock investment interest.

b. The influence of financial attitudes on stock investment interest

According to Widasari (2018), financial attitudes have 3 concepts consisting of; first**, Cognitive**, is the opinion or belief of an attitude that determines the level for a part that is more important than the attitude. second, **Affective** expresses the feelings that are in each individual, which is an attitude that is taken and determines and third, **Feelings**. Behavior or actions are a reflection of various individuals behaving in a certain way towards a person. In general, according to Dayanti et al (2020) financial attitudes are assessments, insights or situations of thought about finance applied to their attitudes. Based on an understanding of financial attitudes, the more a person has a good financial attitude, the higher the interest in investing. This is in accordance with the research of Hasanudinet al (2022) that Financial Attitudes have a positive and significant effect on Investment Decisions Based on the explanation above, the second hypothesis in this study is:
H2: Financial attitudes have a positive effect on stock investment interest.

c. The effect of the ease of financial technology on stock investment interest

The use of technology has brought about major changes in the banking and business sectors, and the stock market is no exception. The use of technology in the stock market has helped in mitigating problems in the capital market, namely: reducing information costs, transaction costs, and making it easier for users to access. With the use of the internet and mobile trading system, data about a company and stocks can be searched easily, besides that investors can also take advantage of various convenient facilities such as financial reports, stock trends, financial lessons, and so on wherever users are (Tandio and Widanaputra, 2016). With the various conveniences offered by the use of technology, it is hoped that it can arouse individual interest in investing, especially young people who are technologically literate who can take advantage of these various facilities (Pradnyani and Pramitari, 2019). Based on the explanation above, the 3rd hypothesis in this study is:

H3: The use of technology has a positive effect on students' interest in stock investment.
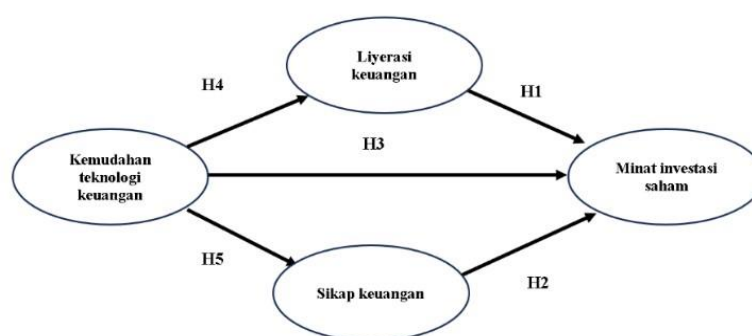
d. The effect of the ease of financial technology mediated by financial literacy on stock investment interest

The ease of financial technology mediated by financial literacy and better financial attitudes will have a good impact on financial technology users in learning stock investment so as to bring major changes in stock investment transactions in the stock market. This is due to the ease of financial technology mediated through financial literacy and financial attitudes will further foster interest in stock investment for financial technology users. Based on the explanation above, the 4th and 5th hypotheses in this study are:

H4: The ease of financial technology through financial literacy mediation has a positive effect on students' interest in stock investment.
H5: The ease of financial technology through the mediation of financial attitudes has a positive effect on students' interest in stock investment.

Figure 2. Conceptual framework of the research

Research Methods

The purpose of this study is to empirically prove that:

1) To prove that financial literacy, financial attitudes and the ease of technology can directly affect interest in stock investment.
2) To prove that indirectly financial literacy and financial attitudes as mediating variables from the ease of technology can affect stock investment interest

This study uses a quantitative approach with a causality research design through hypothesis testing.

Definition and Operation of Variables

1) Dependent variable
In this study, the bound variable used is stock investment interest. Investment interest is a person's tendency to invest capital in order to get profits in the future (Tandelilin, 2017).
2) Independent variable

The independent variables used were financial literacy, social interaction, and technology use.

a) Financial Literacy Financial literacy can be defined as the possession of knowledge, behaviors, and attitudes in understanding the value of money, and how to maximize the use of that money (Kadoya and Khan, 2019).
b) Financial Attitude According to Dayanti et al (2020), financial attitude is an assessment, insight or situation of thinking about finance applied to its attitude.
c) Ease of Financial Technology Technology promises change, progress, convenience, and productivity which ultimately creates a new sub-system and changes people's life patterns (Yusuf, 2019). One example of the use of technology is the use of the internet and also automation in various sectors of human life.

The operationalization of the above variables is explained in the following table:

Table.1 Variable Operations

Variable	Dimension	Indicator	Source of quotation	Scale
Y Interest in stock investment	Individual interest in capital market knowledge	1. An individual's desire to find out about the mechanics of the stock market 2. An individual's desire to learn things related to the stock market	Yusuf, 2019 dan Lopez et al, 2018	Ordinal
	Interest of individuals to try investing in the capital market	1. Individual interest in buying stock instruments 2. Individual ownership of stock instruments		Ordinal
X1 Financial literacy	Financial product knowledge	1. Knowledge of interest rates 2. Knowledge about inflation 3. Knowledge of advanced financial products (stocks/bonds) 4. Knowledge of the relationship between economic indicators such as interest rates, and inflation on consumption patterns	Skagerlund et al, 2018	Ordinal
	Skills in managing finances	1. Diversifying 2. Conducting financial planning	Salisa, 2020	Ordinal
X2 Financial Attitude	a. Obsession	Refers to a person's mindset regarding the future to manage money well.	Widasari 2018	Ordinal
	b. Effort	Refers to someone who feels they deserve money from what they do.	Widasari 2018	Ordinal
	c. Power	Refers to someone who uses money as a tool to control others and considers solving problems	Widasari 2018	Ordinal
	d.Inadequancy	Refers to someone who is not good enough at having money	Widasari 2018	Ordinal
	e. Retetion	Refers to someone who does not want to spend his money.	Widasari 2018	Ordinal
X3 Use of Technology	Ease and comfort of using technology	1. Technology is easy to understand 2. Easy-to-use technology	Yusuf, 2019	Ordinal
	Frequency of use of technology	Use of the internet to search for information, or make purchases online	Lopez et al, 2018 dan Saunders, 2015	Ordinal

Research Population and Sample

The population of this study is 54 students of Mercu Buana University, Faculty of Economics and Business, S1 management study program, specialization in finance, class of 2020, amounting to 54 people, The method of determining the sample used in this study is the saturated sample method, this means that the number of samples in this study is the same as the number of population, namely 54 students of Mercu Buana University, Faculty of Economics and Business, S1 management study program, specialization in finance, class of 2020. Based on the results of filling out questionnaires from 54 students who were used as research respondents, only 50 students were willing to fill out the research questionnaire with a distribution of 33 female students and 17 male students.

Data Collection Techniques

The data collection technique used in this study is *a survey method* using a questionnaire. The questionnaire in this study was distributed online to the management of the 2020 S1 finance specialization at Mercu Buana University through the Mercu Buana *investment gallery* Whatsapp media group.

Data Analysis Methods

Descriptive Analysis

According to Sugiyono (2019), descriptive analysis is used to analyze data by describing or describing the data that has been collected as it is without intending to make generalized conclusions or generalizations. Data presentation in descriptive analysis can be done through tables, graphs, diagrams, *calculation of modes, median, mean*, and so on.

Inferential Analysis

In this study, the analysis used is *Partial Least Square* which is processed using the Smart PLS 3.0 program. The testing steps carried out in this study are as follows:

1. Analysis of the measurement model (*outer model*)

The analysis of the measurement model shows how the indicator variable is able to represent its latent variable. The evaluation of this *outer model* includes the following tests:

a) Convergent Validity

Convergent validity describes the correlation between a set of indicators and a single latent variable. According to Ghozali and Latan (2020), an indicator is declared *valid* if it has a loading factor value of ≥ 0.70, and it is sufficient if the loading factor value is between 0.5-0.6 (Chin, 1998) and the AVE (*average variance extracted*) value ≥ 0.50. Based on this criterion, if there is a *loading factor* with a value of $0.50 <$, it will be discarded or dropped from the model.

b) Validity of Discrimination

Discriminatory validity is done to ensure that each measure or indicator of a different latent variable does not correlate with each other. According to Ghozali and Latan (2020), an indicator is declared *valid* if it has *a cross loading* ≥ 0.70 or the square root of AVE (*average variance extracted*) for each construct that is greater than the correlation between constructs in the model.

c) Composite Reliability

The reliability test aims to prove the accuracy, consistency and accuracy of the instrument in a study. Measurement of construct reliability in a study can be used using the *Composite Reliability* (Dillon Goldstein's) or *Cronbach's Alpha* test. An instrument is declared to have good reliability if it has a *Composite Reliability* or *Cronbach's Alpha* $\geq$ value of 0.70.

2. Structural model analysis (*inner model*)

Structural model analysis shows the estimation strength of latent variables. The evaluation of this *inner model* includes the following tests:

a) R-Square Value

The R-Square value explains how the exogenous latent variable affects the endogenous latent variable. The criteria that can be used to determine these influences are as follows: 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Chin, 1998).

b) *Goodness of FIT Model*

The *Goodness of FIT* testing of the model aims to assess the overall fit of the model. Testing *the Goodness of Fit* structural model on the *inner model* using a *predictive-relevance* (Q2) value, a *Q-Square* value of > 0 shows that the observed values have been reconstructed well, thus the model has predictive relevance, while if the Q-Square < 0 indicates no predictive relevance. The indications of relevance to the Q2 *predictive relevance values* are as follows: 0.02 (weak), 0.15 (moderate), and 0.35 (strong) (Ghozali and Latan, 2020).

3. Hypothesis Testing (t-Test)

The statistical t test is used to test the influence of independent variables on bound variables. This significance value can be obtained by running *bootstrapping* where the significance value can be accepted if it is greater than 1.96.

Research Results

Based on the results of filling out questionnaires from 54 students who were used as research respondents, only 50 students were willing to fill out the research questionnaire with a distribution of 33 female students and 17 male students. The results of the data processing are as follows

Figure 3 based on the results of the data validity test
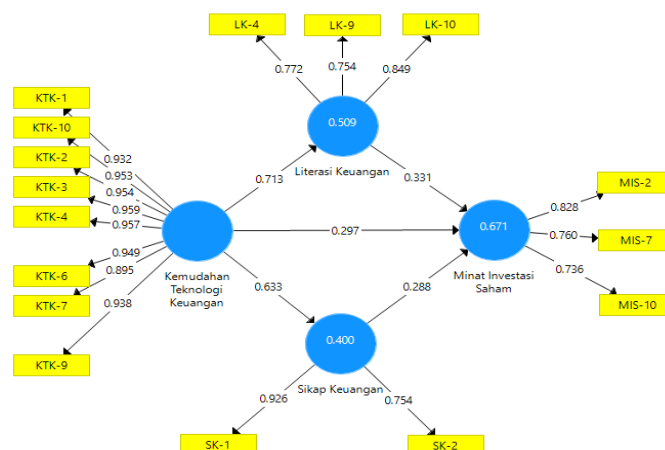
Source: processed data (2024)

Goodness of Fit

Table.2 Results of *convergent validity* testing (Modification)

Variable	Indicator	*Outer Loading*	Information
Stock Investment Interest (Y)	MIS-2	0.828	Valid
	MIS-7	0.760	Valid
	MIS-10	0.736	Valid
Financial Literacy (Z-1)	LK-4	0.772	Valid
	LK-9	0.754	Valid
	LK-10	0.849	Valid
Financial Attitude (Z-2)	SK-1	0.926	Valid
	SK-2	0.754	Valid

	KTK-1	0.932	Valid
	KTK-2	0.954	Valid
	KTK-3	0.959	Valid
Ease of Financial Technology (X)	KTK-4	0.957	Valid
	KTK-6	0.949	Valid
	KTK-7	0.895	Valid
	KTK-9	0.938	Valid
	KTK-10	0.953	Valid

Source: processed data (2024)

Table.3 Test Results *Discriminant Validity (Cross Loadings)*

	Stock Investment Interest	Financial Literacy	Financial Attitude	Ease of Financial Technology
MIS-2	0.828	0.557	0.628	0.517
MIS-7	0.760	0.720	0.605	0.569
MIS-10	0.736	0.451	0.425	0.581
LK-4	0.612	0.772	0.661	0.497
LK-9	0.472	0.754	0.538	0.533
LK-10	0.695	0.849	0.583	0.654
SK-1	0.703	0.788	0.926	0.687
SK-2	0.486	0.394	0.754	0.301
KTK-1	0.613	0.615	0.556	0.932
KTK-2	0.719	0.730	0.624	0.954
KTK-3	0.649	0.633	0.568	0.959
KTK-4	0.664	0.707	0.604	0.957
KTK-6	0.716	0.676	0.621	0.949
KTK-7	0.590	0.546	0.536	0.895
KTK-9	0.741	0.731	0.645	0.938
KTK-10	0.677	0.710	0.599	0.953

Source: processed data (2024)

Table. 4 AVE Test Results

Variabel	AVE
Minat Investasi Saham	0.602
Literasi Keuangan	0.629
Sikap Keuangan	0.713
Kemudahan Teknologi Keuangan	0.888

Source: processed data (2024)

Table. 5 *Discriminant Validity Test Results (Fornell Lacker Criterium)*

	Ease of Financial Technology	Financial Literacy	Stock Investment Interest	Financial Attitude
Ease of Financial Technology	0.942			
Financial Literacy	0.713	0.793		
Stock Investment Interest	0.715	0.758	0.776	

Financial Attitude	0.633	0.747	0.723	0.845

Source: processed data (2024)

Table. 6. Composite *Reliability & Cronbach's Alpha Test Results*

Variable	*Composite Reliability*	*Cronbach's Alpha's*	Information
Ease of Financial Technology	0.984	0.982	*Reliable*
Financial Literacy	0.835	0.706	*Reliable*
Stock Investment Interest	0.819	0.671	*No Reliable*
Financial Attitude	0.831	0.621	*No Reliable*

Source: processed data (2024)

Table. 7. Endogenous Variable R² Value

dogenous Variables	*R-square*
Financial Literacy	0.509
Stock Investment Interest	0.671
Financial Attitude	0.400

Source: processed data (2024)

Table. 8. *Q-Square* (Q²)

Variable	SSO	SSE	Q²(=1-SSE/SSO)
Ease of Financial Technology	408.000	185.000	
Financial Literacy	153.000	106.309	0.305
Stock Investment Interest	153.000	101.359	0.338
Financial Attitude	102.000	78.452	0.231

Source: processed data (2024)

Hypothesis test results

Figure 4. Bootstrapping
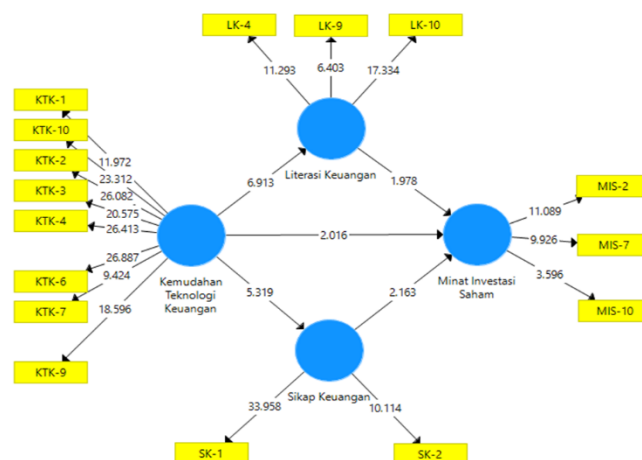
Source: processed data (2024)

1) **Direct Influence**

Table. 9. Direct Influence

Variable	*Original Sample*	*Standard Deviation*	*t-statistics*	*P-values*	Information
Ease of Financial Technology → Financial Literacy	0.713	0.103	6.913	0.000	Influential
Ease of Financial Technology → Interest in Stock Investment	0.297	0.148	2.016	0.044	Influential
Ease of Financial Technology → Financial Attitude	0.633	0.119	5.319	0.000	Influential
Financial Literacy → Interest in Stock Investment	0.331	0.167	1.978	0.048	Influential
Financial Attitude → Interest in Stock Investment	0.288	0.133	2.163	0.031	Influential

Source: processed data (2024)

2) Indirect Influence

Table. 10. Indirect Influence

Variabel	*Original Sample*	*Standard Deviation*	*t-statistics*	*P-values*	Information
Ease of Financial Technology Literacy → Funds → Interest in Stock Investment	0.254	0.274	2.460	0.014	Influential
Ease of Financial Technology → Financial Attitude → Interest in Stock Investment	0.176	0.095	1.863	0.063	No Effect

Source: processed data (2024)

Table. 11. Summary of Hypothesis Test Results

No	Hipotesis	Hasil uji hipotesis	Information
H$_1$	Financial literacy has a positive effect on interest in stock investment.	literasi keuangan berpengaruh positif dan signifikan terhadap minat investasi saham.	H1 accepted
H$_2$	Financial attitudes have a positive effect on stock investment interest	sikap keuangan berpengaruh positif dan signifikan terhadap minat investasi saham	H2 accepted
H$_3$	The use of technology has a positive effect on students' interest in stock investment	penggunaan teknologi berpengaruh positif dan signifikan terhadap minat investasi saham mahasiswa	H3 accepted
H$_4$	The ease of financial technology through financial literacy mediation has a positive effect on students' interest in stock investment.	Kemudahan teknologi keuangan melalui mediasi literasi keuangan berpengaruh positif dan signifikan terhadap minat investasi saham mahasiswa.	H4 accepted

H$_5$	The ease of financial technology through the mediation of financial attitudes has a positive effect on students' interest in stock investment.	The ease of financial technology through the mediation of financial attitudes has no effect on students' interest in stock investment.	H5 rejected

Source: processed data (2024)

Discussion

1) Direct Influence

The effect of financial literacy on stock investment interest (H1), Based on the hypothesis test in this study, a *t-statistical result* of 1,848 was obtained greater than the t-table value of 1.96, this result shows that financial literacy has a positive and significant effect on stock investment interest. The effect of financial attitudes on stock investment interest (H2), based on the hypothesis test in this study, a *t-statistical result* of 2,085 was obtained greater than the t-table value *of* 1.96, this result shows that financial attitudes have a positive and significant effect on stock investment interest. The effect of ease of financial technology on stock investment interest (H3), based on the hypothesis test in this study, a *t-statistic result* of 1,984 was obtained greater than the t-table value of 1.96, this result shows that the variable of ease of financial technology and significant has a positive effect on stock investment interest. The effect of ease of financial technology on financial literacy, based on the hypothesis test in this study, a *t-statistical result* of 6,172 was obtained greater than the t-table value of 1.96, this result shows that the variable of ease of financial technology has a positive and significant effect on financial literacy. The effect of ease of financial technology on financial attitudes, Based on the hypothesis test in this study, a *t-statistical result* of 4,946 was obtained greater than the t-table value of 1.96, this result shows that the variable of ease of financial technology has a positive and significant effect on financial attitudes.

2) Indirect Influence

The effect of ease of financial technology on financial literacy through the variable of stock investment interest as a mediating variable (H4), based on the hypothesis test in this study, a *t-statistic result* of 2,460 was obtained greater than the value *of the t-table* of 1.96, this result shows that the convenience of financial technology has a positive and significant effect on financial literacy through the variable of stock investment interest as a mediating variable. The effect of ease of financial technology on financial attitudes through the variable of stock investment interest as a mediating variable (H5), based on the hypothesis test in this study, a *t-statistical result* of 1.863 was obtained less than the *t-table value* of 1.96, this result shows that the convenience of financial technology has no effect on financial attitudes through the variable of stock investment interest as a mediating variable.

Conclusion and Suggestions

Based on the results of the study, it was concluded that the direct influence of financial literacy, financial attitudes and the ease of financial technology had a positive and significant effect on stock investment interest. This shows that if financial literacy, financial attitudes and the ease of financial technology of students are strengthened, it will increase interest in stock investment among students. Meanwhile, the indirect influence of the ease of financial technology with the mediation of financial literacy, financial attitudes, based on the results of the study, it was found that financial literacy plays a role as a mediator for the convenience of financial technology provides a positive and significant influence on stock investment interest for students, while financial attitudes as a mediation of financial technology do not have an influence on stock investment interest for students.

The contribution that can be made from this research includes for investment policymakers and procedures, it is expected to provide more financial literacy related to stock investment through the convenience of current financial technology such as stock investment through mobile phones, to academics, especially strata 1 students, this can further encourage increasing interest in stock investment among students. The limitation in this study is that the respondents in this study are predominantly strata 1 students who do not have an income (do not have a fixed income) so for future researchers, it is hoped that this research can be further developed by further developing respondents in various income levels (respondents' income from work results).

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