

ABSTRAK

This study aims to examine and analyze how much influence financial literacy, regret aversion bias and overconfidence have on cryptocurrency investment decisions. The population in this study were students of Pasundan University Bandung at the Faculty of Economics and Business class of 2018 and 2019.

The number of samples taken as many as 89 respondents. The method used is descriptive and verification methods. Data collection techniques used primary data with a questionnaire. The sampling technique uses a probability sampling technique using the Simple Random Sampling method. Statistical analysis used in this research is validity test, reliability test, classical assumption test, multiple regression analysis, correlation analysis and hypothesis testing using t test (partial) and F test (simultaneous).

Based on the results of the research conducted, it can be seen that there is a partial financial literacy that has a significant effect on cryptocurrency investment decisions with a contribution of 28.2%, regret aversion bias has a significant effect on cryptocurrency investment decisions with a contribution of 17.3%, overconfidence has a significant effect on investment decisions cryptocurrency with a contribution of 20.8%, financial literacy, regret aversion bias and overconfidence have a positive effect simultaneously giving an effect of 66.3%.

Keywords: Financial Literacy, Regret Aversion Bias and Overconfidence, Investment Decision, Cryptocurrency.