

ABSTRACT

Generation Y is often labeled as a wasteful generation because they are more concerned with lifestyle than future needs. This is not entirely true because many generations of Y also have high financial literacy. Especially with the character of Generation Y which tends to be adaptive to technology, the existence of applications that facilitate investment, such as Seeds, which makes it easier for them to invest in the desired product to achieve financial satisfaction. Generation Y's investment interest is also increasing in the midst of the Covid 19 pandemic. Financial attitude, financial behavior and financial satisfaction are known to affect investment interest. By paying attention to how the financial lifestyle of Generation Y is considered to be extravagant, a study is needed to increase interest in investment by Generation Y, especially with applications that facilitate investment such as Bibit.id. This research uses quantitative research methods. Based on the implementation time, this research is a cross sectional research which is conducted in one time period. The type of investigation used in this study is the type of causal verification research because it examines cause and effect. The results of the study show that financial attitude, financial behavior and financial satisfaction have an effect on the investment interest of Generation Y in the Bibit.id application in Bandung City.

Keywords: financial attitude, financial behavior, financial satisfaction, investment interest, generation Y, Bandung city

