THE INFLUENCE OF INCOME AND FINANCIAL LITERACY ON INVESTMENT DECISION THROUGH FINANCIAL BEHAVIOR AS A MODERATING VARIABLE

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ABSTRACT
This study aims to discover the influence of income and financial literacy on investment decisions through financial behavior as a moderating variable for Bank Nagari Muara Labuh Branch customers. The sample in this study were customers of Bank Nagari with a total of 100 samples. The data analysis method uses moderated regression analysis The results are based on the research and hypothesis testing that has been done, the results of the study can obtain that income has a positive and significant effect on Investment Decisions at Bank Nagari Muara Labuh Branch. Financial Literacy positively and significantly affects Investment Decisions at Bank Nagari Muara Labuh Branch. Income positively and significantly affects Investment Decisions through Financial Behavior at Bank Nagari Muara Labuh Branch. Financial Literacy positively and significantly affects Financial Behavior Decisions at Bank Nagari Muara Labuh Branch. This research contributes to financial institutions to create policies to improve customer investment decisions. For the government, this research contributes to making policies in setting regional minimum wages

Keywords: Income, Financial Literacy, Investment Decisions, Financial Behavior

INTRODUCTION

In today's economic era, many Indonesian people allocate their funds or income to obtain future profits through various methods, namely by saving money, investing, etc. From this allocation, the most useful and useful type of allocation fund for the future is the type of investment. Many people are increasingly aware that it is very important to invest, usually someone will choose to invest with one of the biggest hopes, namely getting the biggest profit in the future. Investment is the placement of a number of funds or investment, usually in the form of a long-term investment in the procurement of complete assets or the purchase of shares and even other securities that will receive a profit (Siegel, 2021). Investment in Indonesia has now become a very attractive investment destination. Investment in Indonesia has now also developed into a long-term source of funding for the world. Investments that usually provide a high rate of return can certainly get a high risk.

Investment in banking is an alternative that can provide significant returns. One of the banks that can be used as an alternative for investing is Bank Nagari. Bank Nagari is the only bank owned by the West Sumatra regional government that aims to improve the people's economy, especially in West Sumatra. In 2021, PT Bank Nagari recorded a net profit for IDR 67.78 billion, an increase of 74.18 percent compared to 2020 which amounted to IDR 38.91 billion. In the published financial report, Bank Nagari posted a disbursement income of IDR 217.67 billion, up 22.61 percent annually (year-on-year/yoy). Profit sharing for investment fund owners was recorded at IDR 95.67 billion, down 3.41 percent yoy. One of the branch offices of Bank Nagari is in Jalah Gumarang No.1, Bomas, Sungai Pagu, South Solok Regency. The phenomenon in this office is the number of customers who fluctuate each year. This can be seen from the number of new customers in 2017 totaling 1,456, which decreased the following year to 1,210 new customers. In 2019-2020 the number of new customers at Bank Nagari Muara Labuh Branch experienced a significant increase, namely 1,366 and 1,730. However, in 2020 there was a drastic decrease with the number of new customers only being 960 customers.

Investment decision making has been recognized as an important factor affecting financial capacity and well-being, so identifying relevant investment decision-related factors is an important issue for individuals personally and nationally. Changes in the investment environment that are taking place very dynamically at this time have resulted in a focus that is not only on

investment decision making but also on income and the level of financial literacy and on how the impact of the amount of income and the level of financial literacy has on investment decision making. Income is the total raw income derived from wages and effort from various investments. The income they receive is directly proportional to the financial action. Those with higher incomes tend to be financial because the available resources allow them to act more responsibly; the higher a person's income, the better and more responsible financial behavior they can manage (Syulhasbiulah, 2021).

Large income will make it easier for individuals to meet their needs or desires and can set aside a portion of their income to save for urgent needs in the future. With this large income, some of the money set aside can be used to invest. Conversely, individuals who have low income will tend to have difficulty investing because the income they earn is only sufficient for their daily needs (Safryani et al., 2020).

The amount of income in a family is often associated with making investment decisions. However, many families do not know using finance, so they do not understand investing well. For this reason, financial knowledge is needed, the more knowledge about financial literacy, the wiser investors will be in making financial decisions. Income is measured based on income from all sources with wage or salary indicators.Several previous studies have found that income positively and significantly affects investment decisions (Sun & Lestari, 2022); (Dewi & Purbawangsa, 2018). His research results say that people with large incomes tend to use their assets to invest. This result is inversely proportional to the results of research which found that income does not affect investment decisions, this is because currently there are many experiencing economic obstacles as a result of the pandemic which has an impact on people having to be good at managing their income and looking for new businesses/activities that can be used as additional income for meet daily needs (Panjaitan & Listiadi, 2021).

Apart from income, a factor that can influence investment decisions is financial literacy. Financial literacy can be interpreted as the experience of each individual in managing their finances, in financial management each individual has different experiences such as planning investments, pension funds, insurance and credit. Financial literacy as individual financial knowledge is also a basic need for everyone to avoid financial problems. Financial difficulties arise not only in terms of the income function, but errors in financial management (miss-

management) such as misuse of credit and lack of financial planning(Yundari & Artati, 2021).

When planning to invest, the individual must have financial knowledge (financial literacy) so that his financial decisions have a clear direction. Financial literacy is a basic decision for everyone to avoid financial problems. Financial literacy is an integral part of everyday individual life because financial literacy is useful in making financial decisions. Individuals in financial decisions and investment planning can also consider individuals with good financial literacy skills. However, suppose an individual does not have good financial literacy. In that case, it will result in mistakes in managing finances, a lack of planning for future savings and a person's lack of welfare. With good financial literacy knowledge, individuals can manage their finances well and make good investment decisions, so that they can make financial decisions every day, more focused and wiser in managing their finances. (Aryani, 2018).

Several previous studies have found that financial literacy positively and significantly affects investment decisions (Lindananty & Angelina, 2021); (Baihaqqy et al., 2020). These results indicate that one's knowledge of managing personal finances is a major factor in determining an investment decision. These results are also in line with research which also finds that financial literacy has a positive and significant effect on investment decisions. The more someone knows about financial management, the more their decision to invest will increase (Helvira & Hariyanti, 2022).

Based on the results of previous research, this encourages the writer to use financial behavior as a moderating variable. Later on, this moderating variable can strengthen or weaken the relationship between the independent and dependent variables in this study. Financial behavior is the behavior carried out by an individual in managing his personal finances (Fitriyani & Anwar, 2022). Financial behavior also symbolizes the individual's financial obligations regarding how they manage their finances. financial obligations include mechanisms for managing money as well as phases that are carried out in a beneficial way. On the other hand, according to the view of financial behavior, namely considering how humans actually behave in a financial setting such as investing.

Behavioral finance is a science that studies how humans respond and react to existing information in an effort to make decisions that can optimize returns by taking into account the inherent risks (elements of attitude and action are determining factors in investing) (Yundari &

Artati, 2021). Based on the background phenomenon and the previous research above, the authors are interested in conducting research titled The Influence of Income and Financial Literacy on Investment Decisions through Financial Behavior as a Moderating Variable for Customers of Bank Nagari Muara Labuh Branch.

Planned Behaviour Theory

The Theory of Planned Behavior (TPB) is a theory put forward by Ajzen (1991). This theory explains that human behavior is based on intention factors which involve various considerations that can be carried out in a behavior and vice versa, in this behavior there are various kinds of processes and several kinds of considerations that can form a decision to carry out a behavior. The background factors are individual personal including personality traits, attitudes, intelligence, values and emotions. Individual social status includes gender, age, education, income, race, ethnicity and religion (Ajzen, 1991); (Cheng, 2019). The information obtained by individuals includes knowledge, experience, and media. In this case, income and knowledge can influence a person's decision to invest

The Effect of Income on Investment Decisions

Large income can affect individuals in having high-risk investments to get large profits as well. Income greatly influences investment decisions, because investment can be measured by measuring how much income an individual has. It can be seen whether the individual decides to invest and when making that decision, how many individuals choose to invest in tangible assets or financial assets. Income positively and significantly affect investment decisions (Sun & Lestari, 2022); (Dewi & Purbawangsa, 2018). His research results say that people with large incomes tend to use their assets to invest. This result is inversely proportional to the results of research which found that income does not affect investment decisions, this is because currently there are many experiencing economic obstacles as a result of the pandemic which has an impact on people having to be good at managing their income and looking for new businesses/activities that can be used as additional income for meet daily needs (Panjaitan & Listiadi, 2021). Based on the development of the hypothesis, the first hypothesis (H_1) in this study is:

H_1:   Income has a significant influence on investment decisions at Bank Nagari Customers of the Muara Labuh Branch

The Effect of Financial Literacy on Investment Decisions

Financial Literacy has an absolute and significant impact on investment decision making.

Understanding individual financial literacy will encourage these individuals to make investment decisions by understanding that literacy will be an individual consideration so that they are good at managing their finances properly, reducing wasteful behavior, and buying things that are not really needed. Financial literacy positively and significantly affects investment decisions (Lindananty & Angelina, 2021); (Baihaqqy et al., 2020). These results indicate that one's knowledge of managing personal finances is a major factor in determining an investment decision. These results are also in line with research which also finds that financial literacy has a positive and significant effect on investment decisions (Helvira & Hariyanti, 2022). The more someone knows about financial management, the more their decision to invest will increase. Based on the framework and hypothesis development, the second hypothesis (H_2) in this study is:

H_2:   Financial literacy has a significant effect on investment decisions for customers of Bank Nagari, Muara Labuh Branch

The Effect of Income on Investment Decisions Moderated by Financial Behavior

A person who has the highest level of business income will relatively have the potential to plan and manage his finances well. This means that the better the income, the better and more responsible financial behavior. The existence of financial behavior or financial responsibility that each individual must own encourages the individual to think about how to manage finances and set aside income or pocket money to save and invest in order to have savings for things that will be needed later on. Financial behavior is able to moderate the effect of income on investment decisions (Putri, 2021). Other studies have also found that income significantly affects investment decisions moderated by financial behavior (Wendy, 2021). Based on the framework and hypothesis development, the third hypothesis (H_3) in this study is:

H_3: Income has a significant effect on investment decisions moderated by financial behavior at Bank Nagari Customers of the Muara Labuh Branch

The Effect of Financial Literacy on Investment Decisions Moderated by Financial Behavior

Financial behavior related to individual financial obligations depends on the method of financial management. This research demonstrates that when financial knowledge is understood in a factual and personal way, people typically do not have a significant interpretation regarding the level of financial understanding. The financial security of the community depends on an increase in

financial behavior, on the contrary, this behavior is supported by financial literacy and with moderated financial literacy, financial behavior seems to be able to influence quite well due to the high financial literacy of an individual and having responsibility for determining his own finances. Financial behavior can moderate financial literacy's effect on investment decisions (Wendy, 2021). Other studies have also found that financial literacy significantly affects investment decisions

moderated by financial behavior (Putri, 2021). Based on the framework and hypothesis development, the fourth hypothesis (H_4) in this study is:

H_4: Financial literacy has a significant effect on investment decisions moderated by financial behavior at Bank Nagari Customers of the Muara Labuh Branch

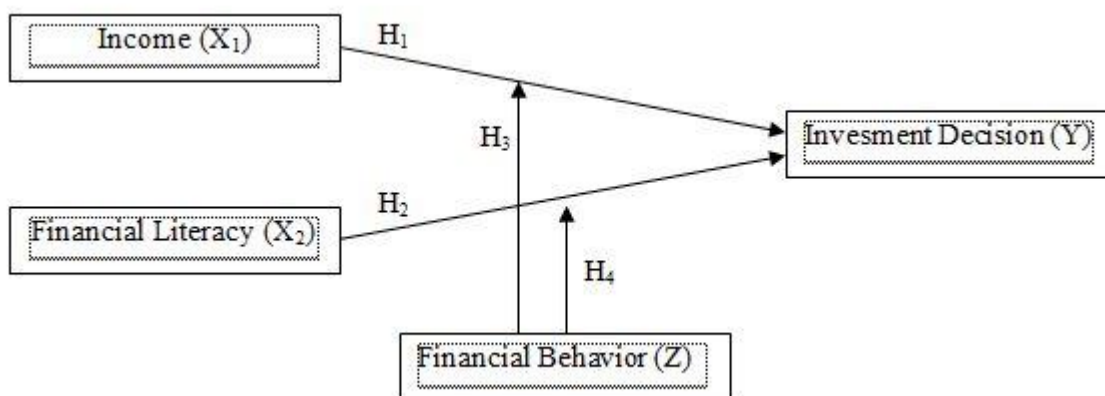The following is a research framework:

Figure 1. Conceptual Framework

RESEARCH METHODS

The object in this study is Bank Nagari Muara Labuh Branch Office located at Pasir Talang Selatan, Sungai Pagu District, Solok Selatan Regency, West Sumatra 27776. The population in this study are all customers of Bank Nagari Kanca Muara Labuh, totaling 17,165 customers in 2021. The sample used in this study is part of the research population, to determine the sample using a random sampling technique. The following formula can select the number of samples:

$$n = \frac{N}{1 + Ne^2}$$

Then the sample in this study are:

$$n = \frac{17165}{1 + (17165)(0,10)^2} = 99,42$$

Rounding off = 100 respondents
In this research, there are two variables studied, namely as follows:
1. Investment decision (Y)
Investment decisions are decisions concerning investing in the present to obtain results or profits in the future (Yuniastri et al., 2021). Indicators of investment decisions, namely in this study, namely:
    a. Return
    b. Risk
    c. The relationship between return and risk

2. Income (X1)
Income is the total results of workers, laborers, or households working in a company or doing business (Oroh et al., 2022). Indicators of income, namely:
    a. Monthly income
    b. Source of income
    c. Improve standard of living
    d. The burden on the family
3. Financial literacy (X_2)
Financial literacy is the ability to understand financial conditions and concepts and convert that knowledge appropriately into behavior (Arianti, 2021). Financial literacy indicators are:
    a. Financial Knowledge
    b. Financial Attitude
    c. Financial Behavior
4. Financial Behavior (Z)
Behavioral finance is an approach that explains how humans make investments or deal with finances influenced by psychological factors (Baker et al., 2017). There are several financial behaviors including:
    a. future needs
    b. Financial decisions
    c. Savings measures

The regression model is a model used to analyze the effect of various independent variables on one dependent variable. The formula for multiple linear regression is as follows:

Model I

$$Inv\_Dec = \alpha + \beta_1 Inc + \beta_2 Fin\_Lit + e$$

Model II

$$Inv\_Dec = \alpha + \beta_1 Inc + \beta_2 Fin\_Lit + \beta_3 Fin\_Beh + \beta_4 Inc*Fin\_Beh + \beta_5 Fin\_Lit*Fin\_Beh + e$$

Exp:

Inv_Dec	: Invesment Decision
α	: Constant
β	: Coefficient
Inc	: Income
Fin_Lit	: Financial Literacy
Fin_Beh	: Financial Behaviour
e	: Error Terms

The t-test was conducted to determine the significant level of influence of the independent variables on the dependent variable partially. The t-test shows how far the influence of one variable individually explains the variation of the dependent variable (Ghozali, 2016). Testing is carried out with the following steps:

a. Determine the formulation of the hypothesis:

   1) Ho : b1 = 0, means that the partial independent variable does not significantly affect the dependent variable.

   2) Ha : b1 ≠ 0, means that the independent variable partially has a significant influence on the dependent variable.

b. Determine the t-table value, in degrees of freedom (d,f) = n-k, with α = 5% atau 0,05. The decision-making criteria are as follows:

   1) If the probability significance > 0.05 , then H0 is accepted and Ha is rejected.

   2) If the probability significance < 0.05 , then H0 is rejected and Ha is accepted.

Model I

The F-test was conducted to determine the significance level of the effect of the independent variables on the dependent variable together. The t-test shows how far one variable's influence individually explains the variation of the dependent variable. The F test steps are: (Ghozali, 2016):

a. H0: $\beta1 = \beta2 = \beta3 = 0$

The independent variables do not significantly affect the dependent variable simultaneously.

b. Ha: $\beta1 \neq \beta2 \neq \beta3 \neq 0$

That is, the independent variables significantly influence the dependent variable simultaneously. The decision-making criteria are as follows:

1) If the probability significance > 0.05, then H0 is accepted and Ha is rejected.

2) If the probability significance < 0.05, then H0 is rejected and Ha is accepted.

The coefficient of multiple determination (R^2) or R squared means that simultaneously the change in the dependent variable is caused by the independent variable. In other words, R squared shows the magnitude of the influence of the independent variable on the dependent variable. The value of the coefficient of determination ranges from 0 to 1 or in percentage from 0 to 100% (Ghozali, 2016).

RESULT AND DISCUSSION

This analysis is used to determine the effect of Income (X1) and Financial Literacy (X2) on Investment Decisions (Y) moderated by Financial Behavior (Z) and at Bank Nagari Muara Labuh Branch. The results of data processing using the research variable path analysis method are presented in table 1 as follows:

Table 1. Results of Multiple Regression Analysis

	Model	\multicolumn{2}{c}{Unstandardized Coefficients}	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-1.220	1.556		-.784	.435
1	Income	.254	.097	.248	2.619	.010
	Financial Literacy	.723	.098	.699	7.390	.000

Source: Data processed bu authors, 2023

Based on table 1 above, it can be seen that the regression equation is as follows:

Fin_Dec = 1.220 + 0.254 (Inc) + 0.723 (Fin_Lit) + e

Interpretation based on these equations can be interpreted as follows:

1. A constant of 1.220 means that if the Income and Financial Literacy variables are ignored or have a value of 0, then the Investment Decision remains at 1.220

2. The regression coefficient of the Income variable is 0.254, meaning that if Income is increased by one weight unit, assuming Financial Literacy is ignored or has a value of 0 (zero), it will increase Investment Decisions by 0.254 weight unit.

3. The regression coefficient of Financial Literacy is 0.723, meaning that if Financial Literacy is increased by one weight unit, assuming Income is ignored or has a value of 0 (zero), it will

increase Investment Decisions of 0.723 weight unit.

Model II

Table 2. Results of Moderation Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.560	2.527		-2.596	.011
	Income	-.039	.441	-.038	-.089	.929
	Financial Literacy	1.391	.435	1.344	3.200	.002
	Financial Behaviour	1.008	.337	1.253	3.090	.001
	X1*Z	.010	.011	.654	.907	.367
	X2*Z	-.016	.011	-1.018	-1.436	.154

Source: Data processed by authors, 2023

Based on table 2 above, it can be seen that the regression equation is as follows:

Fin_Dec = 6.560 – 0.039 (Inc) + 1.391 (Fin_Lit) + 1.008 (Fin_Beh) + 0.010 (Inc*Fin_Beh) + 0.010 (Fin_Lit*Fin_Beh) + e

Interpretation based on these equations can be interpreted as follows:

1) A constant of 6.560 means that if the variable Income (X1), Financial Literacy (X2), Interaction of Income and Financial Behavior (X1*Z), and Interaction of Financial Literacy and Financial Behavior (X2*Z) is ignored or has a value of 0, then the Investment Decision remains equal to 6,560

2) The regression coefficient of the Income variable is -0.039 meaning that if Income is increased by one weight unit, assuming Financial Literacy (X2), Financial Behaviour (Z), Interaction of Income and Financial Behavior (X1*Z), is ignored or has a value of 0 (zero), it will result in a decrease in Investment decision of 0.039 unit weight.

3) The regression coefficient of the Financial Literacy variable is 1.391, meaning that if Financial Literacy is increased by one weight unit, assuming Income (X1), Financial Behaviour (Z), Interaction of Income and Financial Behavior (X1*Z), and Interaction of Financial Literacy and Financial Behavior (X2*Z) are ignored or has a value of 0 (zero), it will increase the Investment Decision of 1.391 weight units.

4) The regression coefficient of the Financial Behavior variable is 1.008, meaning that if Financial Literacy is increased by one weight unit, assuming Income (X1), Interaction of Income and Financial Behavior (X1*Z), and Interaction of Financial Literacy and Financial Behavior (X2*Z) are ignored or has a value of 0 (zero), it will increase Financial Literacy of 1.008 weight units.

5) The regression coefficient of the variable Income Interaction and Financial Behavior is 0.010, meaning that if Financial Literacy is increased by one weight unit, assuming Income (X1), Financial Literacy (X2), Financial Behaviour (Z), and Interaction of Financial Literacy and Financial Behavior (X2*Z) are ignored or have a value 0 (zero), it will increase the Investment Decision of 0.010 weight units.

6) The regression coefficient of the variable Financial Literacy and Financial Behavior is -0.016, meaning that if Financial Literacy is increased by one weight unit, assuming Income (X1), Financial Literacy (X2), Financial Behaviour (Z), and Income Interaction and Financial Behavior (X1*Z) are ignored or have a value of 0 (zero), it will increase the Investment Decision of 0.016 unit weight.

The t test is meant to test the independent and dependent variables' significant effect partially. Based on the results of this test, if the significant probability is less than alpha 0.05, Ho is rejected and Ha is accepted, meaning there is a relationship and if the probability is significantly greater than alpha 0.05, Ho is accepted and Ha is rejected, meaning there is no relationship. Degrees of freedom (df) n-k-1 namely: 100 – 3 - 1 = 96 (n) is the number of respondents and k is the number of independent variables) so that the results obtained for t-table are 1.660. From the results of data processing can be presented in table 3, namely as follows:

Table 3. Partial Hypothesis Testing (t-test)

No	Variable	t-statistic	Sig	Decision
1	Income	2,619	0,010	Accepted
2	Financial Literacy	7,390	0,000	Accepted
3	Income*Financial Behavior	0,907	0,367	Rejected
4	Financial Literacy*Financial Behavior	1,436	0,154	Rejected

Source: Data processed by authors, 2023

Based on table 3 above, it can be interpreted as follows:

1. Effect of Income on Investment Decisions.
   Based on the table above, it shows that the Income variable (X1) with a tcount value of 2.619 > ttable 1.660 and a significant value of 0.000 <0.05, it can be concluded that H3 is accepted, meaning that Income (X1) partially has a positive and significant effect on Investment Decisions (Y).
2. The Effect of Financial Literacy on Investment Decisions.
   Based on the table above, it shows that the variable Financial Literacy (X2) with a tcount value of 7.390 > ttable 1.660 and a significant value of 0.000 <0.05, it can be concluded that H4 is accepted, meaning that Financial Literacy (X2) partially has a positive and significant effect on decisions Investment (Y).
3. Influence of Income on Investment Decisions moderated by Financial Behavior.
   Based on the table above, it shows that the Income variable (X1) with a tcount value of 0.907 < ttable 1.660 and a significant value of 0.367 > 0.05, it can be concluded that H3 is

rejected, meaning that Income (X1) partially has no significant effect on Investment Decisions (Y) moderated by Behavioral Finance (Z).

4. The Effect of Financial Literacy on Investment Decisions moderated by Financial Behavior.
   Based on the table above, it shows that the variable Financial Literacy (X2) with a tcount value of 1.436 < ttable 1.660 and a significant value of 0.154 > 0.05, it can be concluded that H4 is rejected, meaning that Financial Literacy (X2) partially has no significant effect on Investment Decisions (Y) moderated by Financial Behavior (Z).

The F test is intended to determine whether the independent variables Income and Financial Literacy are significant to the dependent variable Financial Behavior and Investment Decisions. The F test uses a significant level of 0.05 (2-tailed test) with 95% degrees of freedom, alpha = 5%, df 1 (number of variables -1) or $4 - 1 = 3$, and df 3 (n-k-1) or $100 - 3 - 1 = 96$, then the results obtained for Ftable are 2.70. The results can be seen in tables 4.14 and 4.15

Model I

Table 4. F-test Results for Model I

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	6169,220	2	3084,610	323,895	,000[b]
	Residual	923,780	97	9,524		
	Total	7093,000	99			

Source: Data processed by authors, 2023

Based on table 4, it shows that the level of Fcount values is 323.895 > Ftable 2.70 and a significant value of 0.000 <0.050, it can be concluded that H0 is rejected and Ha is accepted, which means that

Model II

Income (X1) and Financial Literacy (X2) simultaneously have a positive and significant effect Investment Decision (Y).

Table 5. F-test Results for Model I

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6171,373	3	2057,124	214,278	,000[b]
	Residual	921,627	96	9,600		
	Total	7093,000	99			

Source: Data processed by authors, 2023

Based on table 5 it shows that the Fcount value is 214.278 > Ftable 2.70. A significant value of 0.000 <0.050 and or Ho is rejected Ha is accepted, which means that Income (X1), Financial Literacy (X2) and Financial Behavior (Z) simultaneously have a positive effect and significant to Investment Decision (Y).

Model I

Analysis of the coefficient of determination in multiple linear regression is used to determine the percentage contribution of the independent variables consisting of Income (X1), Financial Literacy (X2) to Investment Decisions (Y) moderated by Financial Behavior (Z) which is described in table 6.

Table 6. Coefficient of Determination Test Result for Model I

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,933[a]	,870	,867	3,086

Source: Data processed by authors, 2023

Based on table 6, the adjusted R square figure is 0.867 or 86.7%, this shows that the percentage contribution of the independent variables Income (X1) and Financial Literacy (X2)

Model II

to the dependent variable Investment Decision (Y) is 0.867 or 86.7% . While other variables outside the research influence the remaining 0.133 or 13.3%.

Tabel 7. Hasil Pengujian Determinasi Persamaan II

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,939[a]	,881	,876	2,980

Source: Data processed by authors, 2023

Based on table 7, the adjusted R square number is 0.876 or 87.6%, this shows that the percentage of contribution from the independent variables Income (X1), Financial Literacy (X2) to the dependent variable Investment Decision (Y) is moderated by Financial Behavior (Z) is 0.876 or 87.6%. While other variables outside the research influence the remaining 0.124 or 12.4%.

The Effect of Income on Investment Decisions at Bank Nagari Muara Labuh Branch

Based on the results of the first hypothesis Income (X1) with a tcount of 2.619 > ttable of 1.660 and a significant value of 0.010 <0.05, it can be concluded that H1 is accepted, meaning that Income (X1) partially has a positive and significant effect on Investment Decisions (Y). These results indicate that high income can significantly contribute to increasing the financial behavior of Bank Nagari Muara Labuh Branch customers. This means that if the income received by customers is higher, they will tend to be wiser in determining financial behavior. Income is the result of a person's sacrifice in the form of material goods to meet their needs. Income is an indicator to measure a person's or society's welfare so that this community's income reflects the economic progress of a society. The results of this study are supported by the theory of behavioral financial perspectives in adaptive financial decision makers meaning that the nature of the decision and the environment in which it is made influence the type

of process used. The better a person's sociodemographic condition will affect the type of investment decision-making process used in a good direction.

This study's results align with the results of research by Sun & Lestari (2022) and Dewi & Purbawangsa (2018) who found that income has a positive and significant effect on investment decisions. His research results say that people with large incomes tend to use their assets to invest. However, these results are inversely proportional to the results of research by Panjaitan & Listiadi (2021) who found that income does not affect investment decisions, this is because currently there are many experiencing economic constraints as a result of the pandemic which has an impact on the community having to be good at managing their income and looking for new businesses/activities that can be used as additional income to meet their daily needs.

The Effect of Financial Literacy on Investment Decisions at Bank Nagari Muara Labuh Branch.

Based on the results of the second hypothesis, the variable Financial Literacy (X2) is obtained with a tcount value of 7.390 > ttable 1.660 and a significant value of 0.000 <0.05, it can be concluded that H2 is accepted, meaning that Financial Literacy (X2) partially has a positive and significant effect on Investment Decisions (Y). The results of this test indicate that the higher the

Financial Literacy, the Financial Behavior of Bank Nagari Muara Labuh Branch customers will also increase. Financial Literacy has a significant effect on investment decision-making. This means that the better the financial literacy one has, the better the quality of the investment decisions taken. So that you can achieve good financial planning for prosperity in life and the desire to invest is getting higher. An understanding of individual financial literacy will encourage these individuals to make investment decisions by understanding that literacy will be an individual consideration so that they are good at managing their finances properly, reducing wasteful behavior, and buying things that are not needed. This indicates that customers can fall into debt without adequate knowledge of financial concepts and good personal finance management. Customers who have sufficient knowledge of financial concepts will have a wiser attitude and manage their investments.

This study's results align with the results obtained by Lindananty & Angelina (2021) and Baihaqqy et al. (2020) found that financial literacy has a positive and significant effect on investment decisions. These results indicate that one's knowledge of managing personal finances is a major factor in determining an investment decision. Similar results were also obtained by Helvira & Hariyanti (2022) who also found that financial literacy positively and significantly affects investment decisions. The more someone knows about financial management, the more their decision to invest will increase.

The Effect of Income on Investment Decisions moderated by Financial Behavior at Bank Nagari Muara Labuh Branch

Based on the results of the third hypothesis Income (X1) with a tcount value of 0.907 <ttable 1.660 and a significant value of 0.367 > 0.05, it can be concluded that H3 is rejected, meaning that Income (X1) partially has no significant effect on Investment Decisions (Y) moderated by Financial Behavior (Z). These results indicate that high or low income from customers of Bank Nagari Muarabaluh Branch has not been able to make a significant contribution in increasing investment decisions even though it is accompanied by increased financial behavior. This shows that there is no difference between the existing income categories on investment decision making. It can be explained that customers with the lowest income can choose to place their funds in the capital market, while the largest income can also choose to place their funds in the capital market, so that customers with the smallest to the largest income are free to place their portion of investment funds. The results of this study are in line with the

results of research from research which found that income does not affect investment decisions, this is because currently there are many experiencing economic constraints due to pademi which has an impact on people having to be good at managing their income and looking for new businesses/activities that can be used as additional income to meet daily needs (Baker et al., 2017); (Wendy, 2021).

The Effect of Financial Literacy on Investment Decisions moderated by Financial Behavior at Bank Nagari Muara Labuh Branch

Based on the results of the second hypothesis, the variable Financial Literacy (X2) is obtained with a tcount value of 1.436 < ttable 1.660 and a significant value of 0.154 > 0.05, it can be concluded that H4 is rejected, meaning that Financial Literacy (X2) partially has no significant effect on Investment Decisions (Y) moderated by Behavioral Finance (Z). The results of this test indicate that high or low Financial Literacy from customers has not been able to make a significant contribution to Investment Decisions at Bank Nagari Muara Labuh Branch. Financial literacy is a must for every individual to avoid financial problems because individuals are often faced with a trade-off. In this situation, a person has to sacrifice one interest for the other. This problem arises due to the higher one's needs but not matched by an increase in income. Their financial ability limits someone, so they must make smart decisions in managing those limited funds to get what they need. Financial literacy affects almost all aspects of planning and spending money, such as income, use of credit cards, savings, investments, financial management, and financial decisions. The same results found that Financial Literacy does not significantly affect Investment Decisions (Wendy, 2021). Other studies have found that financial literacy positively and substantially affects investment decisions (Putri, 2021); (Krisnawati, 2019).

CONCLUSIONS

Based on the results of hypothesis testing, it can be concluded as follows:

1) From the results of the partial test it can be concluded that Income has a positive and significant effect on Investment Decisions at Bank Nagari Muara Labuh Branch.
2) From the results of the partial test it can be concluded that Financial Literacy has a positive and significant effect on Investment Decisions at Bank Nagari Muara Labuh Branch.
3) From the partial test results, it can be concluded that income positively and significantly affects

investment decisions through financial behavior at Bank Nagari, Muara Labuh branch.

4) From the results of the partial test it can be concluded that Financial Literacy has a positive and significant effect on Financial Behavior Investment Decisions at Bank Nagari Muara Labuh Branch.

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