The Effect of Financial Literacy, Fintech Exposure, Accounting Information, and Investor Psychology on Investment Decisions

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ABSTRACT

Rapid advancements in digital financial services have transformed how individuals access, process, and respond to investment information, yet the combined effects of financial literacy, fintech exposure, accounting information, and investor psychology on investment behavior remain insufficiently explained. This study aims to examine how these factors shape investment decisions, with investment interest functioning as a mediating variable. Using a quantitative cross-sectional approach, data were obtained from 300 active investors through structured questionnaires and analyzed using Structural Equation Modeling with Partial Least Squares. The results show that all four determinants significantly and positively influence investment decisions both directly and indirectly through investment interest, with fintech exposure emerging as the strongest predictor. The proposed model accounts for 72% of the variance in investment interest and 78% of the variance in investment decision quality. These findings underscore the importance of integrating financial education, psychological preparedness, and digital literacy within fintech ecosystems to strengthen investor engagement and enhance decision-making quality.

***Keywords**: Accounting Information, Fintech Exposure, Financial Literacy, Investment Decisions, Investor Psychology.*

ABSTRAK

Perkembangan pesat layanan keuangan digital telah mengubah cara individu mengakses, memproses, dan merespons informasi investasi, namun pengaruh gabungan literasi keuangan, paparan fintech, informasi akuntansi, dan psikologi investor terhadap perilaku investasi masih belum dijelaskan secara memadai. Penelitian ini bertujuan untuk menguji bagaimana faktor-faktor tersebut membentuk keputusan investasi, dengan minat investasi sebagai variabel mediasi. Menggunakan pendekatan kuantitatif dengan desain potong lintang, data dikumpulkan dari 300 investor aktif melalui kuesioner terstruktur dan dianalisis menggunakan Structural Equation Modeling dengan Partial Least Squares. Hasil penelitian menunjukkan bahwa keempat determinan tersebut berpengaruh signifikan dan positif terhadap keputusan investasi baik secara langsung maupun tidak langsung melalui minat investasi, dengan paparan fintech menjadi prediktor terkuat. Model yang diusulkan mampu menjelaskan 72% varians minat investasi dan 78% varians kualitas keputusan investasi. Temuan ini menegaskan pentingnya integrasi edukasi keuangan, kesiapan psikologis, dan literasi digital dalam ekosistem fintech untuk memperkuat keterlibatan investor dan meningkatkan kualitas pengambilan keputusan.

***Kata kunci**: Informasi Akuntansi, Paparan Fintech, Literasi Keuangan, Keputusan Investasi, Psikologi Investor.*

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INTRODUCTION

The rapid development of the digital economy has driven significant changes in how individuals invest, especially in economic hubs such as the Jakarta Economic Zone (Nurjannah & Dewi, 2023). Traditional rational analysis is no longer the only element influencing investment decisions; psychological aspects, financial literacy, and the accessibility of financial technology (fintech) also play a role. Global research shows that cognitive biases and heuristics can substantially influence investor behavior, while fintech adoption facilitates quicker and more practical access to financial instruments (Peón & Antelo, 2021; Shivaji & Mahantesha, 2025). Thus, understanding the determinants of investment decisions is crucial to support capital market growth and financial inclusion at both local and national levels.

Specifically, the Jakarta Economic Zone, as a financial activity center, reflects diverse investor characteristics, ranging from beginners to professionals. Financial literacy in this area is relatively high, but fintech adoption shows significant variation among different segments of society (Bhatia et al., 2024; Hamidah & Putra, 2024). Furthermore, the availability of accurate accounting information can help investors assess issuer performance, while investor psychology, including risk appetite and confidence, is often a decisive factor that cannot be quantitatively measured (Alam et al., 2024). Therefore, this study focuses on financial literacy, fintech exposure, accounting information, and investor psychology as the determinants of investment decisions in this region.

Previous studies have highlighted efforts to improve financial literacy through education and training programs. For example, Bustani (2024) shows that financial literacy is significantly associated with improved investment decision-making and that self-monitoring reinforces this effect. On the other hand, research by Kumar and Kolte (2023) on fintech adoption emphasizes ease of access and transaction efficiency as key drivers of increased market participation. However, most of these studies remain limited to macro or general developing country contexts and have not yet integrated investor psychology and accounting information variables simultaneously. Recent research in Oman by Zaheeruddin and Kumar (2025) addresses this gap by examining how fintech exposure, investor psychology, and accounting information jointly affect investment decisions through the mediating role of investment interest.

Although these studies provide theoretical and empirical foundations, there are significant limitations in the scope and analytical methods used. Many studies still rely on simple cross-sectional designs and do not consider the mediating role of investment interest in the relationships between variables. More recent studies have applied Structural Equation Modeling (SEM), such as those by Alam et al. (2024), who investigated the direct and indirect effects of financial literacy, accounting information, fintech, and psychological factors on investment decisions. However, there is still a lack of region-specific analyses, especially in financial centers such as the Jakarta Economic Zone.

As a solution, this study proposes a conceptual model that links financial literacy, fintech exposure, accounting information, and investor psychology to investment interest, which subsequently shapes investment decisions. The primary objective of this research is to examine how these four determinants influence investment interest and how investment interest, in turn, affects the quality of investment decisions. Accordingly, the study addresses the following key questions: how financial literacy, fintech exposure, accounting information, and investor psychology affect investment interest; how investment interest contributes to investment decisions; and whether investment interest serves as a mediating mechanism between each determinant and investment decisions. Through this objective and guiding questions, the study is expected not only to fill the existing literature gap but also to offer practical recommendations for regulators, financial institutions, and fintech providers in designing more targeted policies and educational programs tailored to the characteristics of local investors.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Financial Literacy and Financial Technology on Investment Decisions

Financial literacy covers essential skills such as budgeting, portfolio diversification, and interpreting financial information, enabling risk–return–based decisions (Bustani, 2024; Singh & Singh, 2024). It also includes the ability to recognize and manage cognitive biases such as overconfidence and framing, improving decision accuracy (Wang & Zou, 2024). Higher financial literacy leads to more rational behavior and lower susceptibility to herding, hindsight bias, and overconfidence, resulting in better investment choices and broader participation (Arif et al., 2025; Ningtyas et al., 2025). These competencies also enhance long-term risk management, while differing literacy levels across community groups in the Jakarta Economic Area influence readiness to adopt fintech platforms.

Financial technology (fintech) involves digital innovations that improve access to and efficiency of financial services, including mobile banking, robo-advisors, and blockchain (Srivastava, 2025). Fintech exposure facilitates real-time market access and higher investor participation through mobile trading and blockchain platforms that offer convenience and transparency. Fintech also provides analytical tools such as interactive data visualizations and algorithm-based portfolio recommendations that support better decision-making (Barile et al., 2024). Its effectiveness depends on adequate financial and digital literacy to prevent overreliance on automation while cybersecurity and regulatory dynamics shape investor trust and adoption (Zhang, 2025).

H1: Financial literacy has a positive effect on investment decisions.
H2: Financial technology has a positive effect on investment decisions.

Accounting Information and Investor Psychology on Investment Decisions

Accounting information, such as balance sheets, income statements, and cash flows, reduces information asymmetry between issuers and investors (Nurunnabi, 2021). International Financial Accounting Standard (IFRS) adoption enhances comparability, transparency, and reporting quality, supporting data-driven investment decisions. Strong accounting comprehension enables accurate financial statement interpretation, improving decision quality. With digital reporting and real-time updates, Jakarta-area investors can assess performance trends and financial ratios more efficiently, aided by notification features that improve the timeliness of investment actions.

Investor psychology encompasses emotional and cognitive factors, including risk aversion, overconfidence, loss aversion, and market sentiment, which influence investment behavior (Wardani et al., 2024). Biases such as anchoring and herd behavior can cause deviations from optimal strategies, while overconfidence increases excessive trading and lowers portfolio performance. Differences between professional and independent investors show that experience moderates psychological biases. In Jakarta, variations in education and investment experience affect sensitivity to these biases (Ardini & Achyani, 2023). Understanding investor psychology supports the design of educational interventions and fintech features that promote more rational investment decisions.

H3: Accounting information has a positive effect on investment decisions.
H4: Investor psychology has a positive effect on investment decisions.

Simultaneous Effect on Investment Interest

Investment interest is the degree of attention and motivation individuals have to allocate funds to financial instruments, influenced by motivational and emotional factors (Wiryakusuma & Angga, 2023). Investment interest is influenced by goals, risk attitudes, and market conditions, motivating highly interested investors to actively assess opportunities, manage risks, and diversify portfolios across assets and sectors globally strategically. Furthermore, investment interest acts as a mediator linking financial literacy, fintech exposure, accounting information, and investor psychology to final investment decisions (Zaheeruddin & Kumar, 2025).

Research by Wardana et al. (2023) demonstrates that higher investment interest significantly increases the likelihood of participation in capital markets. It also strengthens investors' commitment to long-term investment strategies, enhances awareness of potential risks, and encourages the adoption of portfolio diversification as an effective risk mitigation approach. In Jakarta, understanding the drivers of investment interest can help in designing educational programs and fintech features to boost local investor engagement (Assari & Hariyanto, 2022).

H5: Financial literacy, fintech exposure, accounting information, and investor psychology together have a positive effect on investment interest.

The Mediating Effect of Investment Interest

Investment decision-making refers to the process of selecting investment options based on financial goals, risk tolerance, and available information (Arif et al., 2025). Recent behavioral finance research highlights that cognitive biases such as heuristics, overconfidence, herding, and anchoring significantly shape return expectations and risk-adjusted performance (Wang & Zou, 2024). Investors also tend to use heuristics to simplify complex information, which often leads to suboptimal decisions. Financial literacy, financial technology, accounting information, and investor psychology collectively shape individual investment interest, which in turn drives investment decisions (Zaheeruddin & Kumar, 2025). Financial literacy includes the ability to plan, manage, and evaluate financial decisions, while fintech represents digital platforms that facilitate real-time market access and shape investor behavior through automation and accessibility. Accounting information offers key data to assess company performance, reducing uncertainty in investment choices, and investor psychology reflects cognitive and emotional factors that influence perception of risk and decision-making processes.

Previous studies confirm the importance of financial literacy, fintech, accounting information, and investor psychology as determinants of investment behavior. However, Alaaraj and Bakri (2020) have focused on one or two variables or used macro approaches without considering regional contexts in developing countries. Moreover, the interaction between variables, especially the mediating role of investment interest, has not been thoroughly explored using structural equation modeling (Kaiser & Menkhoff, 2020).

H6: Investment interest as a mediating variable has a positive effect on financial literacy, fintech, accounting information, and investor psychology on investment decisions.

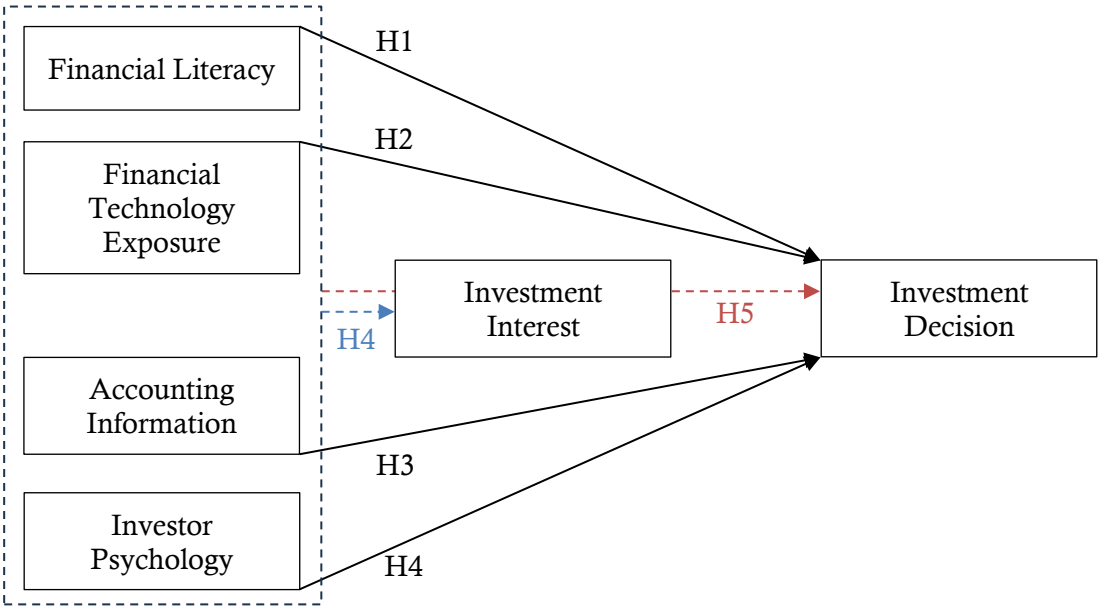

Figure 1. Conceptual Framework

Figure 1 presents the conceptual framework of this study, illustrating the relationships between financial literacy, financial technology exposure, accounting information, and investor psychology toward investment decision-making. Each antecedent exerts a direct effect on investment decisions, as outlined in hypotheses H1, H2, H3, and H4. The model also incorporates investment interest as an intermediate construct. H5 represents the simultaneous influence of all four antecedents, financial literacy, financial technology exposure, accounting information, and investor psychology, on investment interest. Meanwhile, H6 captures the mediating role of investment interest in linking those antecedents to investment decisions. This structure reflects that these factors not only shape decisions directly but also indirectly through the enhancement of investors' interest.

RESEARCH METHODS

This study uses a quantitative research design to examine the influence of financial literacy, fintech exposure, accounting information, and investor psychology on investment decisions, with investment interest as a mediating variable. A quantitative approach is appropriate because it enables empirical testing of causal relationships and supports path analysis using Structural Equation Modeling (SEM). The study adopts a cross-sectional survey design, collecting data at a single point in time to describe population characteristics and analyze variable relationships simultaneously (Bell, 2021). Participants must be at least 21 years old, as this is the legally recognized age of adulthood, conferring the legal capacity to conduct financial and investment transactions independently. Setting this age threshold ensures that respondents understand the legal and financial consequences of their investment decisions. The study population consists of individuals actively investing in the Jakarta Economic Area. A purposive sampling technique is used with the following criteria: minimum age of 21, at least one year of investment experience, and familiarity with or use of fintech. A target sample size of 300 respondents was chosen to ensure statistical power and validity for the SEM model.

A structured questionnaire measures the study variables using Likert scales. Financial literacy includes knowledge of financial concepts, investment risk, personal finance, and financial statement comprehension (Light & Poniman, 2024). Fintech exposure covers the frequency of using fintech platforms, accessibility of digital financial services, and trust in technology (Ariwangsa et al., 2024). Accounting information assesses the availability and understanding of financial statements needed for sound investment decisions (Putri et al., 2025). Investor psychology reflects confidence, risk tolerance, emotions, and market perception that shape investment behavior. Investment interest captures investors' motivation and readiness to invest and functions as a mediating variable (Zaheeruddin & Kumar, 2025). Investment decisions evaluate decision quality and consistency based on risk assessment, opportunities, and financial goals.

A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," is used to evaluate each indicator. By looking at outer loadings and the Average Variance Extracted (AVE), the measurement model in SmartPLS assesses construct validity. Convergent validity is considered adequate when outer loadings reach at least 0.7 and AVE values are 0.5 or higher, following the criteria suggested by Sarstedt et al. (2019). Reliability is ensured by reviewing Composite Reliability (CR) and Cronbach's Alpha, where minimum values of 0.7 indicate satisfactory internal consistency. The study uses Structural Equation Modeling using the Partial Least Squares (PLS) approach in SmartPLS to assess both simultaneous and partial hypotheses. To ascertain the direction and strength of variable correlations, path coefficients are examined. A minimum of 5,000 resamples are used in the bootstrapping process for significance testing, which yields t-statistics and p-values. According to Hair et al. (2019), a link is considered statistically significant when the t-statistic is greater than 1.96 and the p-value is less than 0.05. Mediation testing also uses bootstrapping, where an indirect effect is considered significant if its confidence interval does not include zero, consistent with the approach proposed by Preacher and Hayes (2008).

RESULTS

In this study, a total of 300 active investors in the Jakarta Economic Area participated in completing the questionnaire. Their demographic characteristics, including gender, age group, education level, investment experience, and intensity of financial technology (fintech) usage, are presented in Table 1.

Table 1. Respondent Characteristic

Characteristic	Category	Number of Respondents
Gender	Male	180
	Female	120
Age	<31	110
	31-40	105
	41-50	65
	>50	20
Education	High School/ Diploma	75
	Bachelor's Degree (S1)	150
	Postgraduate (S2/S3)	75
Investment Experience (Years)	<1	75
	1-3	130
	>3	95
Employee Status	Private Sector Employee	180
	Civil Servant	50
	Enterpreneur	40
	Unemplyed	30
Monthly Income (IDR)	< 1 million	30
	1 million – 5 million	90
	5.1 million – 10 million	100
	> 10 million	80

Based on Table 1, in terms of gender, the majority of respondents were male, totaling 180 people (60%), while females accounted for 120 people (40%). Based on age range, most respondents were in the 31 to 40-year-old group with 105 people (35%), followed by those under the age of 31 with 110 people (36.7%). The highest level of education attained by most respondents was a bachelor's degree (S1), with 150 individuals (50%). Regarding investment experience, 130 respondents (43.3%) had between 1 to 3 years of experience, while 95 respondents (31.7%) had been investing for more than 3 years. As for the level of fintech usage, 140 respondents (46.7%) used fintech platforms regularly, while 90 respondents (30%) used them occasionally.

To test construct validity, each research variable was measured using several specific indicators adapted from the literature and previous studies. Each indicator was tested using outer loading values to ensure convergent validity in the measurement model. The following Table 2 presents a list of the indicators along with the abbreviations used in the analysis and the resulting outer loading values, which indicate the validity level of each indicator.

Table 2. Outer Loading Test

Variable	Indicator	Outer Loading	AVE	CR	CA
Financial Literacy	Basic Financial Concept Knowledge	0.780	0.622	0.822	0.872
	Investment Risk Understanding	0.821			
	Personal Financial Management	0.755			
	Financial Statement Literacy	0.802			
Exposure to Financial Technology (Fintech)	Frequency of Fintech Platform Use	0.850	0.743	0.883	0.911
	Ease of Access to Digital Services	0.883			

Variable	Indicator	Outer Loading	AVE	CR	CA
	Trust in Financial Technology	0.832			
Accounting Information	Availability of Financial Reports	0.704	0.584	0.794	0.844
	Financial Report Comprehension	0.744			
	Use of Information in Decision-Making	0.780			
Investor Psychology	Self-Confidence	0.810	0.665	0.835	0.883
	Risk Tolerance	0.863			
	Emotion in Decision-Making	0.733			
	Market Perception	0.752			
Investment Interest	Level of Interest in Investment	0.844	0.683	0.812	0.862
	Motivation to Invest	0.791			
	Readiness to Participate in Investment	0.771			
Investment Decision	Quality of Decision Making	0.820	0.632	0.830	0.890
	Decision Consistency	0.800			
	Evaluation of risks and opportunities	0.793			

Table 2 presents the results, indicating that all indicators for each variable are valid for use in the subsequent model testing. All indicators of the research variables satisfy the requirements for convergent validity, according to the outer loadings analysis results, with outer loading values surpassing the minimal threshold of 0.7. In particular, the outer loading values of the financial literacy variable's indicators range from 0.755 to 0.821. The outer loading values for the fintech exposure variable range from 0.832 to 0.883. In the meantime, the outer loading values of the indicators for the accounting information variable range from 0.704 to 0.780. The outer loading values for the investor psychology variable range from 0.733 to 0.863. Furthermore, the investment interest variable has outer loading values between 0.771 and 0.844, and the investment decision variable consistently shows outer loading values above 0.79.

To ensure convergent validity, Average Variance Extracted (AVE) testing was carried out, where an AVE value of at least 0.5 indicates that more than half of the variance in the indicators is explained by the construct being measured. The results demonstrate that all constructs exceed this minimum threshold, confirming strong convergent validity and suitability for further structural model analysis. Every research variable shows AVE values above 0.5, with the financial technology exposure construct recording the highest value at 0.743, while the accounting information construct shows the lowest acceptable value at 0.584.

To assess internal consistency, reliability testing was conducted using Composite Reliability (CR) and Cronbach's Alpha, with values of 0.7 or higher indicating acceptable reliability. The results show that all variables meet this criterion, demonstrating strong internal consistency of the measurement instruments. Financial technology exposure exhibits the highest CR value at 0.890, while accounting information shows the lowest acceptable value at 0.794. The findings confirm that all constructs are reliable and appropriate for subsequent model analysis.

The structural model was subjected to an R^2 test to determine how well independent factors could explain the variation in the dependent variable. The R^2 number shows how much of the dependent variable's fluctuation can be accounted for by the model's independent variables. The predictive power of the model for the dependent variable increases with the R^2 value. The study's Investment Interest and Investment Decision variables' R^2 and adjusted R^2 values are shown in Table 3.

Table 3. R^2 Testing

Dependent Variable	R^2	Adjusted R^2
Investment Interest	0.720	0.713
Investment Decision	0.781	0.770

Based on the results presented in Table 3, the results of the R^2 test indicate that the research model has very strong predictive capability. The independent variables comprising financial literacy, exposure to financial technology, accounting information, and investor psychology are collectively able to explain 72% of the variation in investment interest (R^2 = 0.720). Furthermore, investment interest along with these variables can explain 78% of the variation in investment decisions (R^2 = 0.781). These high R^2 values suggest that the developed model is effective in illustrating the relationships between variables and support the hypothesis that these factors significantly influence individual investment interest and decisions in the Jakarta Economic Area.

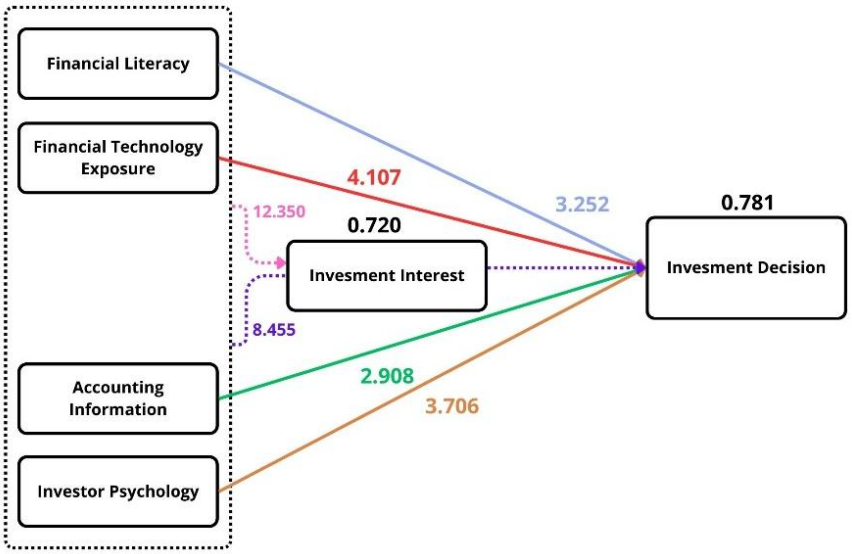

Figure 2. Research Model

The following research model in Figure 2 graphically depicts the hypothesized relationships among the key constructs of this study. It shows how financial literacy, exposure to financial technology, accounting information, and investor psychology jointly and individually influence investment interest, which in turn mediates their effects on final investment decisions. The numeric values alongside each path represent the t-statistics for direct and indirect effects, while the R^2 values indicate the proportion of variance explained in both endogenous constructs.

The study's complete structural model is shown in Figure 2, which also shows the model's explanatory power and both direct and indirect effects between the variables. The simultaneous direct effect of financial literacy, financial technology exposure, accounting information, and investor psychology on investment interest is highly significant, with a t-statistic of 12.350, confirming the robustness of their combined influence. Individually, financial literacy (t = 3.252), financial technology (t = 4.107), accounting information (t = 2.908), and investor psychology (t = 3.706) all exert significant direct effects on investment interest. Furthermore, the indirect effect of these four exogenous variables on investment decisions, mediated through investment interest, is also significant (t = 8.455), underscoring the critical mediating role of investment interest in the decision-making process.

The model explains 72.0% of the variance in investment interest (R^2 = 0.720) and 78.1% of the variance in investment decisions (R^2 = 0.781). These results collectively highlight the importance of investment interest as both an outcome of key psychological, informational, and technological factors and a vital mediator that drives effective

investment decisions. The Average Variance Extracted (AVE) values were computed for every variable in order to evaluate the convergent validity of the research constructs. AVE calculates the ratio of a construct's captured variance to the variation resulting from measurement error. If a construct's AVE value is higher than the suggested cutoff of 0.50, it is deemed to have good convergent validity.

Table 4. Hypothesis Testing

Path Relationship	Original Sample	T-Statistic	P-Value
Financial Literacy → Investment Decisions	0.222	3.252	0.001
Exposure to Financial Technology (Fintech) → Investment Decisions	0.305	4.107	0.000
Accounting Information → Investment Decisions	0.155	2.908	0.004
Investor Psychology → Investment Decisions	0.259	3.706	0.000

Table 4 summarizes these detailed results. The results of the path coefficients test further confirm that all independent variables exert a positive and significant direct effect on investment decisions. Financial literacy shows a significant contribution with a path coefficient of 0.222, a t-statistic of 3.252, and a p-value of 0.001, indicating that higher financial literacy improves investment decision quality. Exposure to financial technology has the strongest influence, with a coefficient of 0.305, a t-statistic of 4.107, and a p-value of 0.000, demonstrating its substantial role in enhancing investment decision effectiveness. Accounting information also exerts a significant positive effect, with a coefficient of 0.155, a t-statistic of 2.908, and a p-value of 0.004, emphasizing the importance of accessible and high-quality financial data. Finally, investor psychology, which encompasses self-confidence and risk tolerance, significantly contributes to investment decisions, with a coefficient of 0.259, a t-statistic of 3.706, and a p-value of 0.000. Given that all t-statistics exceed 1.96 and all p-values are below 0.05, the hypotheses regarding the direct effects of these variables on investment decisions are statistically supported.

Using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, a path coefficient direct analysis was carried out to comprehend the direct effects of the independent factors on investment decisions. This analysis measures the strength and significance of the direct relationships between financial literacy, exposure to financial technology (fintech), accounting information, and investor psychology on investment decisions. The path coefficient values, t-statistics, and p-values are used to assess whether these effects are statistically significant.

Table 5. Simultaneous Direct Path Coefficient Testing

Description	Value
Path Relationship	Financial Literacy, Exposure to Financial Technology (Fintech), Accounting Information, and Investor Psychology → Investment Interest
Original Sample (O)	0.720
T-statistic	12.350
P Values	0.000

Based on the results presented in Table 5, the analysis indicates that the variables of financial literacy, exposure to financial technology, accounting information, and investor psychology collectively have a highly significant influence on investment interest. A path coefficient value of 0.720 suggests that the combination of these variables can explain 72% of the variation in investment interest. The t-statistic value of 12.350 and a p-value of 0.000 confirm that this simultaneous effect is statistically significant at the 5% significance level. These findings highlight the importance of psychological factors, technology, financial knowledge, and accounting information in shaping an individual's interest in investing.

In addition to testing the direct effects, this study also analyzes the indirect effects of the independent variables on investment decisions through the mediating variable of investment interest. This test is crucial for understanding how investment interest acts as an intermediary that bridges the influence of financial literacy, exposure to fintech, accounting information, and investor psychology on investment decisions. The indirect effect analysis was conducted using the bootstrapping method to obtain path coefficient values, t-statistics, and p-values. Table 6 presents the results of the simultaneous indirect effect testing.

Table 6. Simultaneous Indirect Path Coefficient Testing

Description	Value
Path Relationship	Financial Literacy, Exposure to Financial Technology (Fintech), Accounting Information, and Investor Psychology → Investment Interest → Investment Decision.
Original Sample (O)	0.541
T-statistic	8.455
P Values	0.000

Based on the results shown in Table 6, the analysis reveals that the indirect influence of financial literacy, exposure to financial technology, accounting information, and investor psychology on investment decisions through the mediation of investment interest is significant. The path coefficient value of 0.541 indicates that these factors collectively influence investment decisions by increasing investment interest. With a t-statistic of 8.455 and a p-value of 0.000, this mediating effect is statistically highly significant at the 5% significance level. These findings highlight the important role of investment interest as an intermediary variable that links exogenous variables to individual investment decisions.

DISCUSSION

The analysis shows that financial literacy has a positive and significant influence on the quality of investment decisions ($\beta = 0.222$; $t = 3.252$; $p = 0.001$). Financial literacy, measured through knowledge of basic financial concepts, understanding of investment risks, personal financial management ability, and the ability to read financial statements, demonstrated strong construct validity with all indicators showing outer loadings above 0.7. These results align with Hussain and Rasheed (2023), who emphasized that higher financial literacy improves risk assessment and investment strategy formulation, with Shambuluma and Matafwali (2025), who highlighted its role in supporting optimal financial planning, and with Shroff et al. (2024), who identified financial literacy as a key predictor of investment decision quality in emerging markets.

The findings also indicate that exposure to financial technology positively and significantly enhances the effectiveness of investment decisions ($\beta = 0.305$; $t = 4.107$; $p = 0.000$). Fintech exposure, capturing frequency of platform use, ease of access to digital financial services, and trust in financial technology were validated by outer loadings surpassing 0.7. These results support Kumar and Kolte (2023), who found that fintech adoption improves transaction efficiency; align with Nakul and Sharma (2025), who described the reliance of fintech adoption on digital literacy; and reinforce Rana (2025), who noted that user-friendly fintech interfaces promote faster and more accurate decision-making.

Furthermore, the availability and quality of accounting information were found to significantly affect investment decisions ($\beta = 0.155$; $t = 2.908$; $p = 0.004$). Indicators such as financial report availability, understanding of financial reports, and the use of accounting information in decision-making all achieved strong construct validity. These findings are in line with Khoufi (2020), who argued that high-quality accounting information reduces information asymmetry and strengthens market confidence, and with Siladjaja and Anwar (2021), who confirmed that transparent accounting information enhances the efficiency of investment decisions in emerging markets.

Investor psychology reflected through self-confidence, risk tolerance, emotional influence in decision-making, and market perception also demonstrated a positive and significant effect on investment decision quality (β = 0.259; t = 3.706; p = 0.000), with all indicators exceeding the loading threshold of 0.7. These results support Shahzad et al. (2024), who showed that psychological patterns shape investor behavior, and align with Rani et al. (2024), who found that overconfidence and risk tolerance influence trading intensity and decision quality.

In addition, financial literacy, fintech exposure, accounting information, and investor psychology collectively exert a strong and significant influence on investment interest (β = 0.720; t = 12.350; p = 0.000). All measurement indicators for each variable showed robust validity. These results are consistent with Nugroho et al. (2023), who emphasized the joint role of internal and external factors in shaping investment interest, with Alisa et al. (2024), who highlighted the combined influence of financial literacy and fintech on investor enthusiasm, and with Mustafa (2024), who demonstrated that fintech integration simultaneously increases investment interest. Investment interest significantly mediates the effects of financial literacy, fintech exposure, accounting information, and investor psychology on investment decisions, as shown by the indirect effect (β = 0.541; t = 8.455; p = 0.000).

Investment interest measured through indicators of interest level, motivation to invest, and readiness to participate met all validity criteria with outer loadings above 0.7. These findings align with Zaheeruddin and Kumar (2025), who emphasized the importance of mediation testing using confidence intervals, and reinforce Darvishan (2024), who identified investment interest as a key mediating variable in investment behavior models.

These results imply that increasing investor literacy is essential for investors to make more informed and rational investment decisions. For fintech providers, improving the accessibility, reliability, and transparency of fintech platforms and accounting information is crucial to building trust and enhancing investment participation. Meanwhile, regulators play a key role in strengthening regulatory frameworks that promote transparent financial reporting, investor protection, and sound decision-making environments. Collectively, these efforts can enhance both investment interest and the quality of investment decisions, particularly in developing financial markets.

CONCLUSION

This study affirms that financial literacy, exposure to financial technology, accounting information, and investor psychology collectively shape investment interest, which in turn mediates individual investment decisions in the Jakarta Economic Zone. The results show that individuals with stronger financial knowledge, greater familiarity with fintech platforms, better access to transparent accounting information, and healthier psychological readiness, such as confidence and risk tolerance, tend to develop higher investment interest and ultimately make more structured and rational investment decisions.

These findings highlight the need for stronger collaboration among regulators, financial institutions, and fintech providers to integrate financial literacy materials, accounting report interpretation features, and behavioral readiness support into digital financial products. Interactive tools such as online investment simulations, portfolio–building tutorials, and behavioral finance workshops can further strengthen investor motivation and preparedness. Implementing user-friendly interfaces and educational modules within fintech applications can also enhance engagement and help nurture more confident and informed investors in the region.

The limitations of this study lie in its sample, which focused on urban investors in Jakarta, and the use of self-reported data that may be subject to bias. Therefore, future studies are recommended to broaden the population to regions with different demographic characteristics, apply longitudinal designs to capture the dynamics of investment interest over time, and include new technology variables such as robo-advisors or artificial intelligence in investment decisions. These steps will enrich the understanding

of how the interaction of literacy, technology, information, and psychology shapes investment behavior in the digital era.

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