

THE ROLE OF FINANCIAL INCLUSION AND DIGITAL FINANCIAL LITERACY IN MEDIATING THE INFLUENCE OF FINANCIAL TECHNOLOGY USE ON STOCK INVESTMENT DECISIONS



Baiq Nana Dwi Herdiana¹

Universitas Islam Negeri Maulana Malik Ibrahim Malang, Malang, Indonesia
220501110007@student.uin-malang.ac.id

Maretha Ika Prajawati²

Universitas Islam Negeri Maulana Malik Ibrahim Malang, Jawa Timur, Indonesia
maretha@uin-malang.ac.id

Abstract

This research investigates the impact of Financial Technology (FinTech) usage on stock investment decisions among Generation Z Stockbit users in Malang City, with financial inclusion and digital financial literacy serving as mediating variables. A quantitative approach was employed with 102 respondents selected through purposive sampling, and the data were analyzed using PLS-SEM (SmartPLS 3.0). The results show that FinTech use has no significant direct effect on investment decisions. However, FinTech strongly increases financial inclusion and digital financial literacy, both of which contribute significantly to strengthening investment decisions. Indirect testing confirms that inclusion and literacy function as effective mediating mechanisms in optimizing fintech's role in investment decision-making. This research affirms the behavioral relevance of TPB and TAM in digital investing and highlights the need for literacy reinforcement to maximize fintech impact. Broader sampling is recommended for future research to improve generalizability.

Keywords: Financial Technology, Financial Inclusion, Digital Financial Literacy, Stock Investment Decision

INTRODUCTION

The rapid growth of digital technology has reshaped the global financial system and introduced financial technology (fintech) as a digital innovation that improves the efficiency, affordability, and accessibility of financial services. The World Bank (2023) states that fintech plays an important role in expanding financial inclusion in developing countries by providing access to individuals who were previously outside the reach of traditional banking. In Indonesia, the internet penetration rate has reached 88.66 percent or around 229.43 million users (APJII, 2025). This strong digital foundation supports the acceleration of financial innovation and is reinforced by the Financial Services Authority (OJK) through regulations such as POJK No. 77/2016 on Information Technology-Based Lending Services and POJK No. 13/2018 on Digital Financial Innovation, which demonstrate the regulator's effort to encourage innovation while ensuring financial stability (OJK, 2025). These conditions indicate that Indonesia has a strong structural foundation for digital financial transformation.

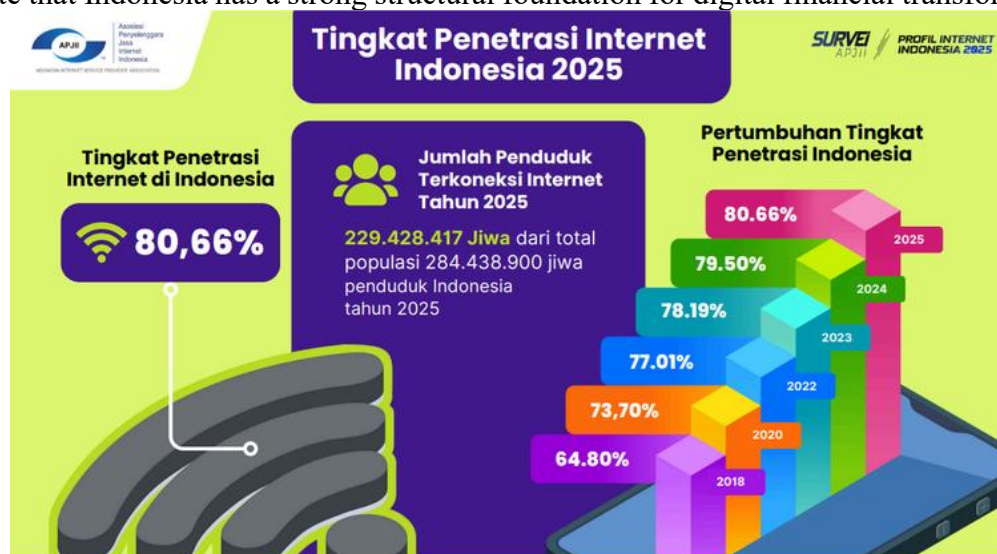


Figure 1.
Internet Penetration Rate in Indonesia 2025
Source: APJII (2025)

Digital development has also driven rapid growth in capital market participation. Data from KSEI recorded an increase in Single Investor Identification (SID) from 14.87 million in 2024 to 17.59 million in 2025. Generation Z accounts for approximately 58 percent of this growth, and Stockbit is one of the most widely used investment applications among this group (KabarBursa.com, 2025). Stockbit integrates social trading features, real-time analysis tools, and investment learning resources that simplify market interaction for novice investors.

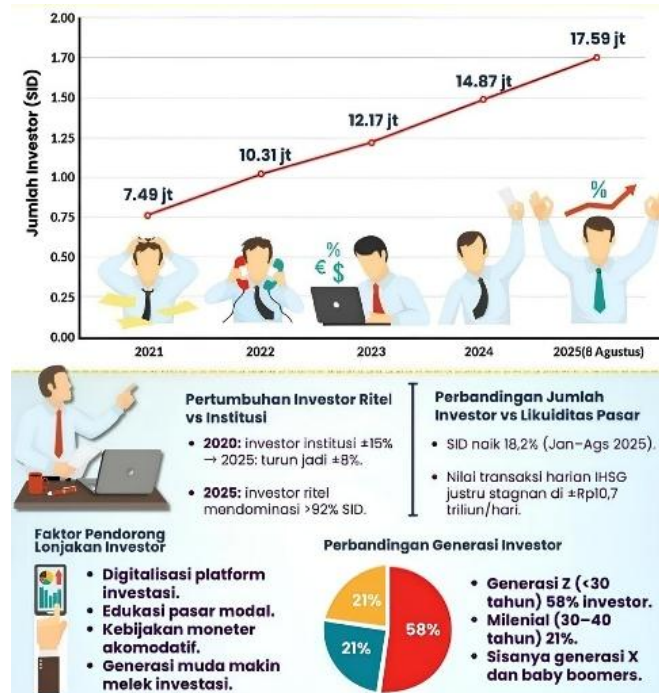


Figure 2.
Growth of Capital Market Investors
Source: KabarBursa (2025)

Although participation levels continue to rise, the quality of investment decision-making remains questionable. The National Survey of Financial Literacy and Inclusion conducted in 2025 reported an inclusion index of 80.51 percent, while the literacy index was only 66.46 percent (OJK, 2025). This disparity suggests that access to financial services has developed more rapidly than the ability to manage financial decisions, which may increase vulnerability to risk among digital investors. The Theory of Planned Behavior, introduced by Ajzen (1991), and the Technology Acceptance Model, formulated by Davis (1985), both highlight that behavior involving financial and technological decisions is influenced by beliefs, attitudes, perceived usefulness, and the ability to process information effectively. These elements are closely related to financial inclusion and literacy, which become essential in shaping investment intentions in digital environments.

Previous studies on fintech, financial inclusion, and digital financial literacy show varied results. Nathanael & Ngollo (2025) and Priyadarshi et al. (2024) found that fintech adoption and financial literacy increase participation in stock investment. Amnas et al. (2024) and Dewi and Furqan (2025) revealed that financial inclusion mediated the relationship between fintech and investment behavior, while Anggraeni and Putra (2025) confirmed that financial knowledge significantly affects investment decisions among students. Prazadhea and Fitriyah (2023) also found that financial literacy has a significant influence on individuals' financial decision-making, where higher levels of financial literacy reduce the tendency to use high-risk financial services such as pay-later schemes, as individuals are better able to assess financial benefits and risks rationally. Consistent with this, Ainiyah et al. (2023) showed that financial inclusion and perceived behavioral control have significant

impacts on investment interest, with financial literacy strengthening these effects. Prajawati et al. (2023) discovered that investment attitude and subjective norms positively influence investment intention and that financial literacy reinforces the connection between social norms and investment interest.

These findings underline the importance of inclusion and literacy as behavioral enablers for technology-based investment decisions, particularly among young digital investors. Moreover, Ni Putu Yuliana Ria Sawitri and Ni Nyoman Ayu Candrayani (2025) as well as Shrestha and Rana (2024) concluded that better access to financial resources increases investment capability, while Sawitri (2025) noted that literacy and inclusion influence intergenerational investment choices. On the other hand, studies by Fadila et al. (2022), Suwaji and Agustedi (2024), and Widyastuti and Murtanto (2024) reported no significant relationship between fintech, inclusion, and literacy on investment decisions. These contradictions indicate that the effect of fintech on investment behavior is not yet fully understood and may be shaped by intermediary behavioral factors.

The academic gap appears in the lack of empirical evidence regarding how financial inclusion and digital financial literacy function as mediating mechanisms that convert technological access into rational investment decision-making. Very few studies have examined these two mediator variables simultaneously in the context of Generation Z, even though this group is the most active fintech user and, at the same time, the group that is highly exposed to impulsive investing, information overload, and speculative decision making. This strengthens the urgency of conducting research that focuses specifically on Gen Z digital investors who are predicted to dominate the future structure of the national capital market.

Based on the gap described above, this study aims to examine the mediating effect of financial inclusion and digital financial literacy in the relationship between FinTech usage and stock investment decisions among Generation Z Stockbit users in Malang City. Theoretically, the results of this research strengthen behavioral financial models by confirming the importance of inclusion and literacy in shaping technology-driven investment behavior. Practically, the findings are expected to provide input for regulators, fintech developers, and digital investors in building a more literate, inclusive, and secure investment ecosystem.

REVIEW OF LITERATURE

Stock Investment Decisions

Stock investment decisions are the process of determining the allocation of funds into capital market instruments to achieve optimal returns according to the level of risk tolerated by the investor. According to Tandelilin (2010), an investment decision is the act of investing a certain amount of funds at present to obtain profits or economic benefits in the future. This view aligns with the prospect theory proposed by Kahneman and Tversky (1979), which states that individuals tend to make investment decisions by considering how they perceive potential profits and losses, rather than solely based on the final value of the assets they own.

Use of Financial Technology (FinTech)

Financial Technology (FinTech) is an innovation in the financial sector that connects digital technology with financial services to create a more efficient, faster, and more

accessible system. The Financial Services Authority (OJK) (2024) defines FinTech as a combination of financial services and technology that produces new products, services, and business models that can impact monetary stability, financial stability, and payment system efficiency. This definition emphasizes that FinTech is not only a transaction instrument but also a driver of transformation in the modern financial system towards a more inclusive and digital direction. Amnas et al. (2024) emphasized that FinTech can expand financial access, particularly for communities in underdeveloped areas and economically disadvantaged groups. Meanwhile, Anggraeni and Putra (2025) demonstrated that the use of FinTech also contributes to increased literacy and wiser financial behavior, particularly among the younger generation.

Financial Inclusion

Financial inclusion is part of the digital transformation that helps individuals and businesses gain easier and more affordable access to useful financial products and services, such as saving, applying for loans, purchasing insurance, and making payments. This helps them meet their needs responsibly and sustainably. Bongmin et al. (2020) state that financial inclusion means providing access to basic financial services to all members of society through formal and informal institutions, without fees or other barriers. Dewi and Furqan (2025) explain that financial inclusion is not only about having access to these services, but also about how people use these services correctly and effectively. Amnas et al. (2024) highlight that understanding how to use digital financial tools is key to achieving financial inclusion. If people do not understand how to use technology-based financial services, such as FinTech applications, then they will not be able to use them properly. Therefore, financial inclusion helps reduce poverty and improve the quality of life of the community.

Digital Financial Literacy

Financial literacy is the knowledge, skills, and beliefs that influence how a person views and manages their finances, enabling them to make wiser financial decisions and contribute to improving the welfare of society. Bhat et al. (2024) explain that digital financial literacy is a combination of a basic understanding of finance and the ability to use technology, which enables individuals to access, manage, and utilise digital-based financial services effectively. According to Amnas et al. (2024), digital financial literacy plays an important role in bridging the gap between FinTech usage and financial inclusion. This means that even if someone has access to digital financial applications, without an adequate level of literacy, they are still at risk of making wrong decisions, such as getting caught up in illegal online loans, engaging in excessive speculation, or failing to manage investment risks properly.

RESEARCH METHOD

This study employed a quantitative approach, which systematically tests hypotheses using numerical data to obtain objective and measurable results (Creswell & Creswell, 2017). The research was conducted in Malang City, selected because it is dominated by Generation

Z and recognized as an educational city, making it suitable for observing FinTech-based investment behavior.

This study examined individuals from Generation Z (born 1997–2012) in Malang City. Since the total population size was unknown, the sample size was determined using the method proposed by Hair et al. (2013), which suggested six times the number of questionnaire items (17 items), resulting in 102 participants. This number is in line with the sample size range recommended by Roscoe (1975).

Purposive Sampling, a non-probability method, was used to select participants. This method is based on certain rules to ensure that participants are relevant to the research objectives. These rules are:

1. Generation Z using the Stockbit application.
2. Have used Stockbit for at least 6 months.

Data was collected by sending an online questionnaire via Google Forms to people who met these criteria. The questionnaire measured four main areas: FinTech Use (X), Financial Inclusion (Z1), Digital Financial Literacy (Z2), and Stock Investment Decisions (Y). The questionnaire used a five-point Likert scale value from 1 to 5.

The data was analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.0 software. The analysis included checking the validity and reliability of the data through an external model, measuring the extent to which the model fits the internal model by looking at the R^2 and F^2 values, and testing hypotheses about direct and indirect effects using the bootstrapping technique (Hair et al., 2021).

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

An evaluation of the measurement model (outer model) was conducted to determine the extent to which the indicators used were able to represent the constructs or latent variables in this study. The measurement model used was reflective and consisted of four main constructs, namely Financial Technology Use (X), Financial Inclusion (Z1), Digital Financial Literacy (Z2), and Stock Investment Decisions (Y). The first step in assessing the outer model involved examining the reliability of each indicator by analyzing its outer loading values. Based on the results of the analysis using SmartPLS 3.0, all indicators in the four constructs showed outer loading values above 0.70, ranging from 0.767 to 0.934. These findings suggest that each indicator contributes substantially to the construct it is intended to measure. According to the criteria outlined by Hair et al. (2021), indicators with a loading factor value ≥ 0.70 are considered valid, while indicators with values between 0.60 and 0.70 are still acceptable if they are theoretically relevant. Hence, all indicators in this study are considered valid and appropriate for use in a reflective model.

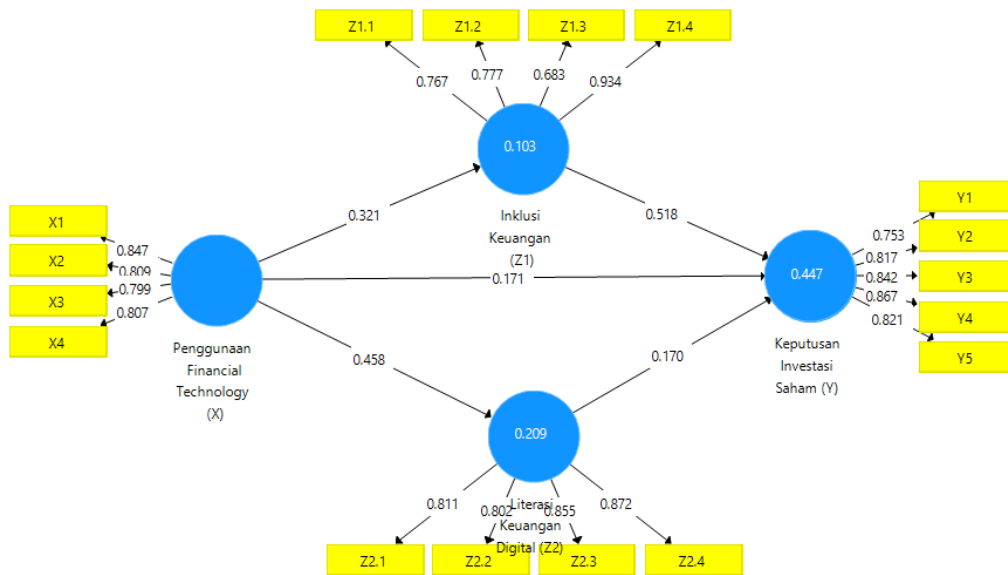


Figure 4.
Final Model after Measurement
 Source: Interpretation of primary data by researchers (2025)

Table 2.
Outer Loadings

	Financial Inclusion (Z1)	Stock Investment Decision (Y)	Digital Financial Literacy (Z2)	Use of Financial Technology (X)
X1				0.847
X2				0.809
X3				0.799
X4				0.807
Y1		0.753		
Y2		0.817		
Y3		0.842		
Y4		0.867		
Y5		0.821		
Z1.1	0.767			
Z1.2	0.777			
Z1.3	0.683			
Z1.4	0.934			
Z2.1			0.811	
Z2.2			0.802	
Z2.3			0.855	
Z2.4			0.872	

Source: Interpretation of primary data by researchers (2025)

The results presented in Table 2 show that all outer loading values for the indicators of the constructs Financial Technology Use (X), Financial Inclusion (Z1), Digital Financial Literacy (Z2), and Stock Investment Decisions (Y) exceed the recommended minimum of 0.70. Specifically, the loading values range from 0.799–0.847 for X, 0.683–0.934 for Z1, 0.802–0.872 for Z2, and 0.753–0.867 for Y. These results confirm that all items sufficiently load their respective latent construct, indicating strong convergent validity. Although there is one indicator in the Financial Inclusion variable (Z1.3 = 0.683) with a value slightly below 0.70, this indicator is still retained because it is still theoretically relevant and does not reduce the overall construct reliability.

Discriminant Validity

Table 3.
Fornell-Larcker

	Financial Inclusion (Z1)	Stock Investment Decision (Y)	Digital Financial Literacy (Z2)	Use of Financial Technology (X)
Financial Inclusion (Z1)	0.795			
Stock Investment Decision (Y)	0.609	0.821		
Digital Financial Literacy (Z2)	0.208	0.356	0.835	
Use of Financial Technology (X)	0.321	0.415	0.458	0.816

Source: Interpretation of primary data by researchers (2025)

Table 3 summarizes the Fornell-Larcker criterion results, where the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlations between constructs. The AVE square-root values are 0.795 for Financial Inclusion (Z1), 0.821 for Stock Investment Decisions (Y), 0.835 for Digital Financial Literacy (Z2), and 0.816 for Financial Technology Use (X). Since all values exceed the inter-construct correlations (which range from 0.208 to 0.609), this confirms that every variable possesses satisfactory discriminant validity. Each construct is therefore distinct and capable of explaining its own measurement indicators independently.

Table 4.
Cross Loading

	Financial Inclusion (Z1)	Stock Investment Decision (Y)	Digital Financial Literacy (Z2)	Use of Financial Technology (X)
X1	0.277	0.332	0.405	0.847
X2	0.235	0.294	0.381	0.809
X3	0.251	0.296	0.284	0.799
X4	0.277	0.414	0.405	0.807
Y1	0.474	0.753	0.296	0.292
Y2	0.458	0.817	0.324	0.330
Y3	0.491	0.842	0.302	0.382

Y4	0.614	0.867	0.256	0.333
Y5	0.441	0.821	0.291	0.370
Z1.1	0.767	0.468	0.122	0.220
Z1.2	0.777	0.410	0.099	0.179
Z1.3	0.683	0.385	0.286	0.328
Z1.4	0.934	0.630	0.159	0.287
Z2.1	0.171	0.293	0.811	0.396
Z2.2	0.171	0.293	0.802	0.357
Z2.3	0.179	0.316	0.855	0.396
Z2.4	0.173	0.286	0.872	0.378

Source: Interpretation of primary data by researchers (2025)

The cross-loading value Table 4 demonstrates that every indicator has the highest loading on its own construct compared with other constructs, further confirming discriminant validity, with the highest values in each construct:

1. Use of Financial Technology (0.799–0.847)
2. Stock Investment Decision (0.753–0.867)
3. Financial Inclusion (0.683–0.934)
4. Digital Financial Literacy (0.802–0.872)

Therefore, the measurement model in this study indicates good discriminant validity and is suitable for use in the structural model analysis stage (inner model).

Table 5.
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Inklusi Keuangan (Z1)	0,801	0,838	0,872	0,632
Keputusan Investasi Saham (Y)	0,878	0,884	0,912	0,674
Literasi Keuangan Digital (Z2)	0,855	0,856	0,902	0,698
Penggunaan Financial Technology (X)	0,833	0,840	0,888	0,665

Source: Interpretation of primary data by researchers (2025)

As displayed in Table 5, all variables meet the recommended reliability and validity standards proposed by Hair et al. (2021). The Cronbach's Alpha values range from 0.801 to 0.878, Composite Reliability range from 0.872 to 0.912, and Average Variance Extracted (AVE) range from 0.632 to 0.698. each exceeds the minimum thresholds (0.70 for reliability and 0.50 for AVE). These findings indicate that all constructs, Financial Technology Use, Financial Inclusion, Digital Financial Literacy, and Stock Investment Decision, exhibit good internal consistency and convergent validity. Thus, the measurement model is both valid and reliable, making it appropriate for subsequent structural analysis.

Table 6.
R-Square (R²)

	R Square	R Square Adjusted
Financial Inclusion (Z1)	0.103	0.094
Stock Investment Decision (Y)	0.447	0.430
Digital Financial Literacy (Z2)	0.209	0.202

Source: Interpretation of primary data by researchers (2025)

The results in Table 6 show that the Financial Inclusion variable (Z1) has an R² of 0.103 and an adjusted R² of 0.094, indicating that 10.3 percent of its variance is explained by fintech use. Digital Financial Literacy (Z2) records an R² of 0.209 and an adjusted R² of 0.202, suggesting that 20.9 percent of its variance is explained by fintech use. Meanwhile, Stock Investment Decision (Y) has an R² of 0.447 and an adjusted R² of 0.430, implying that financial inclusion, Digital Financial Literacy, and fintech use together explain approximately 44.7 percent of the variation in investment decisions. According to Hair et al. (2021), these R-square values represent moderate explanatory power for behavioral and social research models.

Table 7.
F-Square (F²)

	Financial Inclusion (Z1)	Stock Investment Decision (Y)	Digital Financial Literacy (Z2)	Use of Financial Technology (X)
Financial Inclusion (Z1)		0.434		
Stock Investment Decision (Y)				
Digital Financial Literacy (Z2)		0.041		
Use of Financial Technology (X)	0.115	0.039	0.265	

Source: Interpretation of primary data by researchers (2025)

The results in Table 7, the F-Square, demonstrate the magnitude of each predictor's influence on its dependent variable. Based on Hair et al. (2021), an F² value of 0.02 is small, 0.15 is medium, and 0.35 is large. The computed result indicates that the influence of financial inclusion on stock investment decisions produces an F² of 0.434, which reflects a large effect size. This means that variations in financial inclusion significantly enhance stock investment decisions among Generation Z investors. Other constructs show smaller yet meaningful contributions, confirming that the model maintains balanced and theoretically relevant relationships.

Table 8.
Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Financial Inclusion (Z1) -> Stock Investment Decision (Y)	0.518	0.528	0.111	4,660	0,000
Digital Financial Literacy (Z2) -> Stock Investment Decisions (Y)	0.170	0.161	0.056	3,010	0.003
Use of Financial Technology (X) -> Financial Inclusion (Z1)	0.321	0.320	0.059	5,451	0,000
Use of Financial Technology (X) -> Stock Investment Decisions (Y)	0.171	0.174	0.088	1,935	0.053
Use of Financial Technology (X) -> Digital Financial Literacy (Z2)	0.458	0.468	0.070	6,582	0,000

Source: Interpretation of primary data by researchers (2025)

The results indicate that the use of FinTech has a positive but insignificant effect on stock investment decisions (H1 is rejected; $\beta = 0.171$, $T = 1.935 < 1.96$, $P = 0.053 > 0.05$). This relationship does not meet the significance criteria. However, fintech use significantly influences both financial inclusion (H2 is accepted; $\beta = 0.321$, $T = 5.451$, $P = 0.000$) and digital financial literacy (H4 is accepted; $\beta = 0.458$, $T = 6.582$, $P = 0.000$). In addition, financial inclusion (H3 is accepted; $\beta = 0.518$, $T = 4.660$, $P = 0.000$) and digital financial literacy (H5 is accepted; $\beta = 0.170$, $T = 3.010$, $P = 0.003$) separately have a positive and significant effect on stock investment decisions.

Table 9.
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Use of Financial Technology (X) -> Financial Inclusion (Z1) -> Stock Investment Decisions (Y)	0.166	0.172	0.057	2,906	0.004
Use of Financial Technology (X) -> Digital Financial Literacy (Z2) -> Stock Investment Decisions (Y)	0.078	0.074	0.027	2,902	0.004

Source: Interpretation of primary data by researchers (2025)

The results show that the mediation hypothesis confirmed the important role of the intermediary variables. Financial inclusion was shown to positively and significantly mediate

the relationship between fintech usage on stock investment decisions (H6 is accepted; β indirect effect = 0.166, $T = 2.906$, $P = 0.004 < 0.05$). Similarly, digital financial literacy also serves as a significant and positive mediator in the relationship between FinTech and stock investment decisions. (H7 is accepted; β indirect effect = 0.078, $T = 2.902$, $P = 0.004 < 0.05$). Overall, these findings underscore that the effect of FinTech on investment decisions occurs effectively through increased Digital Financial Literacy and literacy.

The Influence of Financial Technology Use on Stock Investment Decisions

This study shows that Financial Technology (FinTech) Use has a positive but not yet strong enough impact on how people decide to invest in stocks. This means that although FinTech facilitates and speeds up the process, it has not completely changed the way people think about smart investment choices. Although the younger generation, especially Generation Z, who use the Stockbit app, are very interested in FinTech, their investment choices are still influenced by a lack of knowledge about money and how risk works. These findings are in line with the results of research by Fadila et al. (2022), which found that FinTech has not had a significant impact on investment decisions, but are reinforced by Priyadarshi et al. (2024) and Nathanael & Ngollo (2025), agree that FinTech can have a greater impact if people have better digital financial knowledge and better access to financial services. Therefore, for FinTech to truly help people make better investment choices, it depends not only on technology but also on how well users understand and manage financial information.

The Influence of Financial Technology Use on Financial Inclusion

The findings demonstrate that adopting Financial Technology (FinTech) has a significant positive impact on financial inclusion. This indicates that as fintech usage increases, access to formal financial services becomes more widespread among the public. This means that the higher the adoption of FinTech, the wider the public's access to formal financial services. FinTech provides convenience in transactions, digital payments, and account opening, which encourages more inclusive financial participation. These findings are in line with the research by Amnas et al. (2024), Dewi & Furqan (2025), Del Sarto & Ozili (2025), and Ni Putu Yuliana Ria Sawitri & Ni Nyoman Ayu Candrayani (2025), which confirm that FinTech plays a major role in driving financial inclusion through digital innovations that are efficient and easily accessible to the wider community.

The Influence of Financial Inclusion on Stock Investment Decisions

This research reveals that financial inclusion exerts a positive and significant influence on stock investment decisions. Broader access to financial instruments such as investment accounts, digital wallets, and online platforms encourages individuals to invest more rationally and systematically. The findings are consistent with Shrestha & Rana (2024), which shows that financial inclusion increases investor participation, and Sawitri (2025), which confirms that the higher the level of inclusion, the greater the tendency for individuals to invest in a measured manner. These results are also supported by Dewi & Furqan (2025) and Del Sarto & Ozili (2025), who explain that access to formal financial services encourages healthier financial habits and expands public involvement in economic and investment activities. Therefore, increasing financial inclusion is a strategic factor in encouraging participation and the quality of investment decisions, especially among young investors.

The Influence of Financial Technology Use on Digital Financial Literacy

The results further show that the application of Financial Technology (FinTech) has a positive and significant correlation with digital financial literacy. The more frequently individuals with fintech applications, the more capable they become of understanding financial concepts, recognizing risks, and making sound digital-based financial decisions. These findings are in line with the research by Amnas et al. (2024), Jha & Dangwal (2024), and Johri et al. (2023), which states that regular interaction with FinTech features improves users' understanding, technical skills, and awareness of digital financial management. Therefore, fintech functions not only as a technological innovation but also as an educational medium that strengthens the financial literacy of society in the digital era.

The Influence of Digital Financial Literacy on Stock Investment Decisions

This study shows that digital financial literacy has a positive and significant effect on stock investment decisions. Individuals with high digital literacy can understand technology-based financial information, assess risks, and utilise investment application features to make more rational decisions. These findings are in line with the research by Joshi & Rawat (2024), which states that digital literacy improves real-time information-based investment behaviour, as well as Johri et al. (2023) and Amnas et al. (2024), who emphasise its role as a bridge between FinTech usage and increased financial inclusion. Additionally, Nathanael & Ngollo (2025) add that financial literacy encourages active participation in the capital market. Therefore, digital financial literacy is a crucial factor in shaping smarter, more confident, and adaptive investors in the digital age.

The Influence of Financial Technology Use on Stock Investment Decisions Mediated by Financial Inclusion

This research confirms that financial inclusion significantly mediates the relationship between Financial Technology usage on stock investment decisions. The development of FinTech has transformed the way individuals access, manage, and invest funds through digital platforms such as investment applications, digital wallets, and electronic payment services. These findings are in line with Priyadarshi et al. (2024) and Nathanael & Ngollo (2025), who state that the use of FinTech increases investment participation, especially among young investors with good financial literacy. However, this effect is reinforced by financial inclusion, which enables individuals to manage their funds more effectively. Research by Ni Putu Yuliana Ria Sawitri & Ni Nyoman Ayu Candrayani (2025) also confirms that financial inclusion plays an important mediating role between FinTech usage and investment decisions. Therefore, the greater the degree of inclusion, the stronger fintech's influence in encouraging rational and active investment decision-making.

The Influence of Financial Technology Use on Stock Investment Decisions Mediated by Digital Financial Literacy

The findings also highlight the key mediating role of digital financial literacy in connecting fintech use with stock investment decisions. Although fintech simplifies financial access and management, its full effectiveness depends on users' ability to interpret data and control technological risks. These findings are in line with Amnas et al. (2024), who emphasise that digital financial literacy is the main link between the use of FinTech and increased financial access, as well as Joshi & Rawat (2024) and Helmalianika & Siregar (2025), who found that investors with high digital literacy are more confident and careful in making technology-based investment decisions. Therefore, the success of fintech in

cultivating prudent and intelligent investment behavior relies heavily on the digital financial literacy competence of its users.

CONCLUSION

The results of the PLS analysis indicate that financial technology (fintech) use positively influences stock investment decisions, both directly and indirectly through the mediating roles of financial inclusion and digital financial literacy. These outcomes demonstrate that fintech is not merely a transactional innovation but also contributes significantly to expanding financial accessibility and enhancing the public's understanding of digital financial concepts. This improved knowledge enables investors to make more rational, data-driven, and well-measured investment choices.

From a theoretical standpoint, these findings reinforce the applicability of the Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM) in explaining investment behavior within a technology-based financial context. The study validates that perceived usefulness, behavioral intention, and financial capability interact to shape investment decision-making patterns among digital investors.

Practically, the results of this study have implications for regulators and FinTech service providers to strengthen digital financial literacy programmes and expand financial inclusion to build a smart, secure, and sustainable digital investment ecosystem. Furthermore, this research opens opportunities for further studies to explore other variables, such as digital trust, risk perception, and innovation capability, which have the potential to strengthen the relationship between FinTech usage and stock investment decisions in the ever-evolving digital economy.

REFERENCES

- Ainiyah, F., Yuliana, I., Prajawati, M. I., & Supriyanto, A. S. (2023, September 28). *Analyzing the Behavioral Control Perception and Financial Inclusion on Investment Interest with Financial Literacy as a Moderating Variable*. <https://www.atlantispress.com/proceedings/icims-23/125991793>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amnas, M. B., Selvam, M., & Parayitam, S. (2024). FinTech and Financial Inclusion: Exploring the Mediating Role of Digital Financial Literacy and the Moderating Influence of Perceived Regulatory Support. *Journal of Risk and Financial Management*, 17(3), 108. <https://doi.org/10.3390/jrfm17030108>
- Anggraeni, F., & Putra, A. (2025). *The Impact of Financial Literacy, Financial Behavior, and FinTech Adoption on Investment Decisions Among University Students*. <https://doi.org/10.31334/bijak.v22i1.4642>
- APJII, A. (2025). *Asosiasi Penyelenggara Jasa Internet Indonesia—Survei*. <https://survei.apjii.or.id/survei?emailSent=1>
- Bhat, S. A., Lone, U. M., SivaKumar, A., & Krishna, U. M. G. (2024). Digital financial literacy and financial well-being – evidence from India. *International Journal of Bank Marketing*, 43(3), 522–548. <https://doi.org/10.1108/IJBM-05-2024-0320>
- Bongomin, G. O. C., Ntayi, J. M., & ... (2020). Analyzing the relationship between financial literacy and financial inclusion by microfinance banks in developing countries: A

- Social network theoretical approach. *International Journal of ...*, Query date: 2024-07-23 18:20:04. <https://doi.org/10.1108/IJSSP-12-2019-0262>
- Creswell, J. W., & Creswell, J. D. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications.
- Davis, F. (1985). *A Technology Acceptance Model for Empirically Testing New End-User Information Systems*.
- Del Sarto, N., & Ozili, P. K. (2025). *FinTech and financial inclusion in emerging markets: A bibliometric analysis and future research agenda*. <https://dx.doi.org/10.1108/IJOEM-08-2024-1428>
- Dewi, N., & Furqan, R. H. (2025). *How Does Financial Inclusion Mediate The Impact Of Fintech Usage On Consumer Behavior?* 13(2).
- Fadila, N., Goso, G., Hamid, R. S., & Ukkas, I. (2022). Pengaruh Literasi Keuangan, Financial Technology, Persepsi Risiko, dan Locus of Control Terhadap Keputusan Investasi Pengusaha Muda. *Owner : Riset Dan Jurnal Akuntansi*, 6(2), 1633–1643. <https://doi.org/10.33395/owner.v6i2.789>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). *Editorial - Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance* (SSRN Scholarly Paper 2233795). Social Science Research Network. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2233795
- Helmalianika, E., & Siregar, Q. R. (2025). Peran Literasi Keuangan Dalam Memediasi Pengaruh Financial Technology Dan Risk Perception Terhadap Keputusan Investasi Dengan Financial Literacy Sebagai Variabel Intervening. *Bursa : Jurnal Ekonomi Dan Bisnis*, 4(2), 71–85. <https://doi.org/10.59086/jeb.v4i2.705>
- Inclusion Through Innovation in Financial Services: Winning Over Businesspeople and Consumers in Indonesia*. (2023). World Bank. <https://www.worldbank.org/in/news/feature/2023/11/13/inclusion-through-innovation-in-financial-services-winning-over-businesspeople-and-consumers-in-indonesia>
- Isbahi, M. B., Zuana, M. M. M. ., & Mariana, E. R. . (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal of Islamic Finance and Management*, 1(2), 126–138. <https://doi.org/10.31538/mjifm.v1i2.17>
- Jha, S., & Dangwal, R. C. (2024). Determinants of investment-related FinTech services among retail investors of India: A multi-group analysis using PLS-SEM. *Journal of Modelling in Management*, 19(5), 1719–1747. <https://doi.org/10.1108/JM2-01-2024-0025>
- Johri, A., Wasiq, M., Kaur, H., & Asif, M. (2023). *Assessment of users' adoption behaviour for stock market investment through online applications*. [https://www.cell.com/heliyon/abstract/S2405-8440\(23\)06732-4](https://www.cell.com/heliyon/abstract/S2405-8440(23)06732-4)
- Joshi, P. R., & Rawat, B. R. (2024). Influence of Digital Financial Literacy on Investment Behaviour of Nepali Investors. *KMC Journal*, 6(2), 35–54. <https://doi.org/10.3126/kmcj.v6i2.68889>

- KabarBursa.com, R. (2025). *INFOGRAFIS Pertumbuhan Jumlah Investor Pasar Modal Indonesia (KSEI)*. <https://www.kabarbursa.com/infografis/infografis-pertumbuhan-jumlah-investor-pasar-modal-indonesia-ksei>
- Nathanael, A. C., & Ngollo, M. I. (2025). Exploring Fintech, financial literacy, and stock market participants nexus in Dar es Salaam Stock Exchange, Tanzania. *Asian Management and Business Review*, 383–401. <https://doi.org/10.20885/AMBR.vol5.iss2.art9>
- Ni Putu Yuliana Ria Sawitri & Ni Nyoman Ayu Candrayani. (2025). Pengaruh Literasi Keuangan dan Fintech Terhadap Investasi Dengan Inklusi Keuangan Sebagai Pemediasi. *Jurnal Ekonomi*, 30(2), 263–290. <https://doi.org/10.24912/je.v30i2.3015>
- OJK, O. (2024). *Edukasi Keuangan*. <https://ojk.go.id/id/kanal/edukasi-dan-perlindungan-konsumen/Pages/literasi-keuangan.aspx>
- OJK, O. (2025). *Peraturan OJK*. <https://ojk.go.id/id/regulasi/otoritas-jasa-keuangan/peraturan-ojk/default.aspx>
- OJK, O. (2025). *Siaran Pers Bersama: Indeks Literasi dan Inklusi Keuangan Masyarakat Meningkat, OJK dan BPS Umumkan Hasil Survei Nasional Literasi Dan Inklusi Keuangan (SNLIK) Tahun 2025*. <https://ojk.go.id/id/berita-dan-kegiatan/siaran-pers/Pages/OJK-dan-BPS-Umumkan-Hasil-Survei-Nasional-Literasi-Dan-Inklusi-Keuangan-SNLIK-Tahun-2025.aspx>
- Prajawati, M., Ainiyah, F., & Yuliana, I. (2023). Sikap Investasi Dan Norma Subjektif Terhadap Minat Investasi Dengan Literasi Keuangan Sebagai Variabel Moderasi. *Ekonomi dan Bisnis*, 10(1), 35–51. <https://doi.org/10.35590/jeb.v10i1.6284>
- Prazadhea, A. A., & Fitriyah, F. (2023). The Influence Of Financial Literacy, Ease Of Use, And Usefulness On The Use Of Shopee Paylater In Malang City Students. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 723–743. <https://doi.org/10.31955/mea.v7i2.3066>
- Priyadarshi, A., Singh, P., Prasad Dawadi, P., Kumar Dixit, A., & Prasad, D. (2024). *Role of FinTech Apps in Increasing Investment Decisions: A Study on the Capital Market* (SSRN Scholarly Paper 4897118). Social Science Research Network. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4897118
- Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences*. Holt, Rinehart and Winston.
- Sawitri, N. P. Y. R. S. (2025). Multigroup Analysis: Stock Investment Decisions in Indonesia. *Paradoks : Jurnal Ilmu Ekonomi*, 8(2), 828–846. <https://doi.org/10.57178/paradoks.v8i2.1148>
- Shrestha, P. M., & Rana, M. (2024). The Influence of Financial Inclusion on Stock Market Participation in Nepal: Exploring the Mediating Effect of Financial Knowledge. *Journal of Mathematics Instruction, Social Research and Opinion*, 3(3), 319–334. <https://doi.org/10.58421/misro.v3i3.304>
- Suwaji, S., & Agustedi, A. (2024). *The Influence of Financial Literacy and Financial Inclusion on Investment Decisions and Business Performance | International Conference of Business and Social Sciences*. <https://ojsicobuss.stiesia.ac.id/index.php/icobuss1st/article/view/381>

- Tandelilin, E. (2010). *Tandelilin, E. (2010). Portofolio dan Investasi Teori dan Aplikasi. Edisi pertama. Yogyakarta Kanisius. - References—Scientific Research Publishing.* <https://www.scirp.org/reference/referencespapers?referenceid=3104749>
- Widyastuti, K. G., & Murtanto. (2024). Pengaruh Literasi Keuangan, Persepsi Risiko, Overconfidence Bias, Loss Aversion Bias, Dan Herding Bias Terhadap Keputusan Investasi. *Jurnal Ekonomi Trisakti*, 4(1), 309–318. <https://doi.org/10.25105/jet.v4i1.18677>
- Zuana, M. M. M., Toha, M., & Isbahi, M. B. (2024). Exploration of Community Empowerment in a Village as the Entrance to a Lake in East Java. *Malacca: Journal of Management and Business Development*, 1(1), 47–55. <https://doi.org/10.69965/malacca.v1i1.52>