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e-ISSN 3089-7564
Vol.3, No.3, September 2027

The Effect of Accounting Knowledge on Student Investment Intention with Fear of Missing Out (FoMO) as Moderation: Supporting SDG 4

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DOI : https://doi.org/10.63230/jocsis.3.3.288

Sections Info

Article history:
Submitted: February 11, 2026
Final Revised: April 1, 2026
Accepted: June 4, 2026
First Available Online: July 22, 2026
Publication Date: September 27, 2027

Keywords:
Accounting Knowledge;
Fear of Missing Out;
Investment Intention;
Student Investment Behavior;
SDG.

ABSTRACT

Objective: *To examine the effect of accounting knowledge on student investment intention and investigate the moderating role of Fear of Missing Out (FoMO) in strengthening the relationship between accounting knowledge and investment intention. This study contributes to the achievement of Sustainable Development Goals (SDGs), particularly SDG 4 through improving financial education and SDG 8 by encouraging responsible economic participation among young generations.* ***Method:*** *A quantitative research approach using primary data collected through questionnaires distributed to university students in Indonesia. The sample consists of 205 active students from economics faculties across several Indonesian universities. Data analysis was conducted using simple regression analysis to examine the direct effect of accounting knowledge on investment intention and moderation analysis using the absolute difference value test to examine the role of FoMO as a moderating variable.* ***Results:*** *The results indicate that accounting knowledge has a positive and significant effect on student investment intention. Furthermore, FoMO strengthens the positive relationship between accounting knowledge and investment intention, indicating that students with stronger accounting knowledge and higher awareness of investment opportunities tend to demonstrate greater investment intention.* ***Novelty:*** *The study extends previous investment intention research by introducing FoMO as a moderating variable in the relationship between accounting knowledge and investment intention. The findings highlight the importance of integrating accounting education and behavioral factors to encourage informed investment decisions among young investors, supporting sustainable financial literacy development.*

INTRODUCTION

In this era of globalization, the existence of investment and technology that is increasingly developing causes people's intention to start investing to increase. The number of investors and the number of stock transactions in Indonesia have also continued to increase every year since the Indonesia Stock Exchange (IDX) was established. According to Indonesian Capital Market Statistics data, local investors registered at the Indonesian Central Securities Depository (KSEI) in 2024 reached 99.70% in the capital market, while the rest were foreign investors. This percentage is one of the reinforcements that people are starting to realize investment. According to the Director of Development of the Indonesia Stock Exchange (IDX) Hasan Fawzi, the Indonesian capital market in 2020 will be dominated by young and millennial investors, this is reflected in the growth trend of stock investors aged 18 to 30 years over the past four years. Investor ownership is still dominated by institutions at 85.01% while individual ownership only amounted to 14.99% in April 2024. Inside person possession, 25.85% are understudies. Based on data gotten at the Financial Services Specialist (OJK), the Unlawful Financial Movement Destruction Assignment Constrain or PASTI Assignment Constrain (already the Investment Alert Assignment Constrain) within the period February to March 2024 found 537 illegal online lending substances on a number of websites and applications, 48 individual credit advertising substance and 17