ABSTRACT

The purpose of this study is to know if accounting knowledge and entrepreneurship have positive effect to the use of accounting information in making investment decision. The population of this study were university students of Musi Charitas Catholic University in Palembang. Sample determined by using purposive sampling method. The sample of this research is 47 respondents. Hypothesis testing using multiple regression analysis method with SPSS ver. 17.0. The test result showed that accounting knowledge and entrepreneurship have positive effect to the use of accounting information in making investment decision.

Keywords: accounting knowledge, entrepreneurship, accounting information, and making investment decision