

ABSTRAK

Nikko Habibi, Perilaku Investor Individu dalam Pengambilan Keputusan Investasi Pasar Modal (studi Kasus : PT. Daewoo Securities Indonesia Cabang Roxy Mas). Dibimbing oleh Bapak Sugiyanto. Tujuan penelitian ini adalah untuk meneliti bagaimana perilaku individu investor dalam pengambilan keputusan investasi dengan dimensi sikap, norma subyektif, niat investasi dan perilaku pengambilan keputusan investasi.

Metode pengumpulan data dari penelitian ini menggunakan teknik survey. Dengan populasi 2000 investor individu pada PT. Daewoo Securities Indonesia cabang Roxi Mas, peneliti menggunakan teknik *purposive* dengan membatasi hanya kepada investor individu yang bergabung sejak Januari 2013 sampai Oktober 2014 dan aktif melakukan transaksi, yaitu sebesar 250 investor. Pengambilan sample disesuaikan dengan banyaknya jumlah item pertanyaan dalam kuesioner, yaitu $32 \times 5 = 160$ responden, dengan metode *simple random sampling* dan pengujian penelitian menggunakan aplikasi statistik dengan metode SEM.

Hasil penelitian menunjukkan bahwa sikap mempengaruhi niat investasi dalam perilaku pengambilan keputusan investasi; norma subyektif mempengaruhi niat investasi perilaku dalam pengambilan keputusan investasi; sikap berpengaruh secara negatif terhadap perilaku pengambilan keputusan investasi; norma subyektif tidak mempengaruhi perilaku pengambilan keputusan investasi; niat investasi tidak mempengaruhi perilaku pengambilan keputusan investasi.

Kata kunci : Sikap, Norma Subyektif, Niat Investasi, dan Perilaku Pengambilan Keputusan Investasi.

ABSTRACT

Nikko Habibi, Individual Investor Behavior in Decision Making Capital Market Investment (Case Study : PT . Daewoo Securities Indonesia Branch Roxy Mas) Guided by Mr. Sugiyanto . The purpose of this study was to examine how the individual behavior of investors in making investment decisions with dimensions of attitudes, subjective norms , investment intentions and decision making behavior in investment .

The method of collecting data from this study using survey techniques . With a 2000 population of individual investors in PT . Daewoo Securities Indonesia branch Roxi Mas , the researchers used a technique purposive by limiting only to the individual investor who joined since January 2013 until October 2014 and actively carry out the transaction , amounting to 250 investors . The samples adapted to the large number of questions in the questionnaire items , ie $32 \times 5 = 160$ respondents , with simple random sampling and testing studies using statistical methods SEM applications .

The results showed that attitudes affect the investment intentions in the investment decision-making behavior ; subjective norms influence the behavior of investment intentions in making investment decisions ; attitudes adversely affect the investment decision-making behavior ; subjective norm does not affect the behavior of investment decision-making ; investment intentions did not affect the behavior of investment decision .

Keywords : Attitudes , Subjective Norms , Investment Intentions and Decision Making Behavior in Investment .