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**PENGARUH *HERDING BEHAVIOR* DAN *FINANCIAL LITERACY*
TERHADAP *INVESTMENT DECISION*
(Survei terhadap Generasi Milenial di Jakarta)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Pada Program Studi Pendidikan Bisnis



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**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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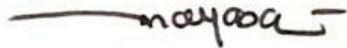
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LEMBAR PENGESAHAN
PENGARUH *HERDING BEHAVIOR* DAN *FINANCIAL LITERACY*
TERHADAP *INVESTMENT DECISION*
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ABSTRAK

Essy Nur Indrawati (1903279) “**Pengaruh *Herding Behavior* dan *Financial Literacy* terhadap *Investment Decision* (Survey pada Generasi Milenial di Jakarta)**” di bawah bimbingan Dr. Maya Sari, SE., MM dan Sulastri, S.Pd., M.Stat., MM.

Jurnal ini bertujuan untuk menyelidiki hubungan antara *herding behavior*, *financial literacy*, dan *investment decision* di industri investasi. Metode penelitian yang digunakan adalah penelitian deskriptif dan verifikatif dengan unit analisis Generasi Milenial di Jakarta dengan jumlah populasi 28,3 juta jiwa dan sampel yang diambil sebanyak 66 responden dengan menggunakan *purposive sampling* yang menggunakan bantuan SPSS versi 25 *for window*. Hasil penelitian menunjukkan bahwa *herding behavior* dan *financial literacy* berpengaruh positif terhadap *investment decision*. Dengan memahami dinamika tersebut, Generasi Milenial khususnya di Jakarta dapat mengembangkan strategi dalam melakukan keputusan investasi saham.

Kata Kunci: Perilaku Keuangan, perilaku herding, literasi keuangan, keputusan investasi, saham

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