

**PENGARUH *RISK TOLERANCE* DAN *HERDING BEHAVIOR*  
TERHADAP *INVESTMENT DECISION***  
(Survei terhadap Generasi Milenial yang Memiliki Aset Saham di Kota Bandung)

**SKRIPSI**

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



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2024**

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November 2024

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**PENGARUH *RISK TOLERANCE* DAN *HERDING BEHAVIOR* TERHADAP  
*INVESTMENT DECISION*  
(Survei Terhadap Generasi Milenial di Kota Bandung)**

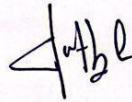
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## ABSTRAK

Fauzan Al Farizi (1907779) “Pengaruh *Risk Tolerance* Dan *Herding Behavior* Terhadap *Investment Decision* (Survei Terhadap Generasi Milenial di Kota Bandung)” dibawah bimbingan Dr. Imas Purnamasari, S.Pd., M.M.,CFP., CROP. dan Ratu Dintha Insyani ZFS, S.Pd., M.M.

Abstrak: Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *risk tolerance* dan *herding behavior* terhadap *investment decision* pada Generasi Milenial di Kota Bandung. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Variabel terikat dalam penelitian ini adalah *investment decision* serta variabel bebas *risk tolerance* dan *herding behavior*. Populasi dalam penelitian ini adalah Generasi Milenial di Kota Bandung. Pengambilan sampel dalam penelitian ini dengan menggunakan metode sampel penilaian atau *purposive sampling* dengan menggunakan teknik *non- probability sampling* terhadap 400 responden. Teknik analisis yang digunakan adalah *Regresi*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *risk tolerance* dan *herding behavior*, dan *investment decision* berada pada kategori tinggi. Hasil penelitian menunjukkan *risk tolerance* berpengaruh terhadap *investment decision*, *herding behavior* berpengaruh terhadap *investment decision*, serta variabel *risk tolerance* dan *herding behavior* berpengaruh terhadap *investment decision*.

Kata kunci: *Risk tolerance*, *herding behavior* dan *investment decision*.

## ABSTRACT

Fauzan Al Farizi (1907779) *“The Influence of Risk Tolerance and Herding Behavior on Investment Decisions (A Survey of Millennials in Bandung)”* under the guidance of Dr. Imas Purnamasari, S.Pd., M.M., CFP., CROP. and Ratu Dintha Insyani ZFS, S.Pd., M.M.

**Abstract:** This study aims to analyze the impact of risk tolerance and herding behavior on investment decisions among Millennials in Bandung. The research employs a descriptive and verificative method with a quantitative approach. The dependent variable in this study is investment decision, while the independent variables are risk tolerance and herding behavior. The population targeted in this research consists of Millennials in Bandung. The sample was selected using purposive sampling, a non-probability sampling technique, with a total of 400 respondents. Regression analysis was utilized for data analysis. The findings indicate that risk tolerance, herding behavior, and investment decisions are generally at a high level. The results further show that risk tolerance has a influence on investment decisions, herding behavior impacts investment decisions, and both risk tolerance and herding behavior collectively have a effect on investment decisions.

**Keywords:** Risk tolerance, herding behavior and investment decision.

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