

# **Studi Bias pada Kelompok Masyarakat Rumah Tangga Di Jawa Barat**

**DISERTASI**

Diajukan Untuk Memenuhi Salah Satu Syarat  
Memperoleh Gelar Doktor Ilmu Manajemen  
Program Studi Manajemen



**Oleh:**

**LAELY PURNAMASARI**

**NIM: 1707384**

**PROGRAM STUDI MANAJEMEN  
SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2021**

**LEMBAR PERSETUJUAN**

**LAELY PURNAMASARI**

**NIM: 1707384**

***STUDI BIAS PADA KELOMPOK MASYARAKAT RUMAH  
TANGGA DI JAWA BARAT***

Disertasi ini telah disetujui dan disahkan oleh:

**Promotor**



**Prof. Dr. H. Nugraha, SE., M.Si., Akt., CA., CPA.  
NIP. 196122661990011002**

**Kopromotor,**



**Prof. Dr. H. Disman, M.S.  
NIP. 195902091984121001**

**Anggota,**



**Dr. Ikaputera Waspada, M.M  
NIP. 196104201987031002**

**Mengetahui**

**Ketua Program Studi Doktor Ilmu Manajemen**



**Dr. Maya Sari, S.E., M.M  
NIP. 197107052002122007**

## **SURAT PERNYATAAN**

Dengan ini saya menyatakan bahwa Disertasi dengan judul :

**“Studi Bias pada Kelompok Masyarakat Rumah Tangga di Jawa Barat”**

Beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya sipa menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Demikian surat pernyataan ini dibuat dengan sebenar-benarnya.

Bandung, Agustus 2021  
Yang membuat pernyataan,

**Laely Purnamasari**  
**NIM : 1707384**

## KATA PENGANTAR

Segala puji syukur dipanjatkan ke hadirat Allah SWT, atas limpahan rahmat dan hidayah-Nya, penulis dapat menyelesaikan disertasi ini. Disertasi ini merupakan salah satu persyaratan yang harus dipenuhi untuk memperoleh gelar Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia. Disertasi yang berjudul Studi Bias Pada Kelompok Masyarakat di Jawa Barat. Disertasi ini disusun menjadi lima bab yaitu (1) Pendahuluan, (2) Kajian Pustaka, Kerangka Pemikiran dan Hipotesis (3) Metode Penelitian, (4) Hasil Penelitian dan Pembahasan, serta (5) Kesimpulan, Implikasi Penelitian dan Rekomendasi.

Penulis berharap disertasi ini dapat memberikan manfaat bagi khasanah Ilmu Pengetahuan dan pengembangan ilmu manajemen keuangan pada khususnya. Penulis menyadari bahwa disertasi ini masih jauh dari sempurna, oleh karena itu saran-saran untuk perbaikan disertasi ini sangat penulis hargai.

Akhirnya, penulis mengucapkan terima kasih kepada segenap pihak yang telah membantu dalam penyusunan disertasi ini.

Bandung, Agustus 2021

**Laely Purnamasari**  
**NIM : 1707384**

## UCAPAN TERIMA KASIH

Segala puji syukur penulis panjatkan ke hadirat Allah SWT, atas limpahan rahmat dan hidayah-Nya dapat diselesaikan disertasi ini sebagai bagian untuk memenuhi syarat dalam memperoleh Gelar Doktor Manajemen Program Studi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia. Ketekunan dan kesiapan mental merupakan tuntutan dan tantangan tersendiri dalam menyelesaikan program studi doktoral, namun berkat rahmat-Nya dan dukungan dari berbagai pihak, penulis dapat menyelesaikan disertasi ini.

Dalam kesempatan ini, penulis haturkan ucapan terima kasih kepada yang terhormat:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., M.A., Rektor Universitas Pendidikan Indonesia,
2. Bapak Prof. Dr. H. Syihabuddin, M.Pd., Direktur Sekolah Pascasarjana Universitas Pendidikan Indonesia.
3. Ibu Dr. Maya Sari, S.E., M.M. Ketua Program Studi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia, sehingga penulis dapat menyelesaikan studi program doktor ini dengan baik.
4. Bapak Prof. Dr. H. Nugraha, SE., MSi., Akt.CA., CPA. Promotor yang telah memberikan bimbingan dengan tulus mulai dari awal pendampingan akademik persiapan disertasi, penulisan proposal sampai dengan akhir penyelesaian disertasi ini. Saran dan masukan yang membangun serta dorongan terus menerus disertai dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah. SWT.
5. Bapak Prof. Dr. H. Disman MS. Kopromotor yang telah memberikan bimbingan dengan tulus mulai dari awal pendampingan akademik persiapan disertasi, penulisan proposal sampai dengan akhir penyelesaian disertasi ini. Saran dan masukan yang membangun serta dorongan terus menerus disertai

dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah SWT.

6. Bapak Dr. Ikaputera Waspada., MM Anggota Promotor yang telah memberikan bimbingan dengan tulus mulai dari awal pendampingan akademik persiapan disertasi, penulisan proposal sampai dengan akhir penyelesaian disertasi ini. Saran dan masukan yang membangun serta dorongan terus menerus disertai dukungan yang sangat berharga telah memotivasi penulis untuk menyelesaikan disertasi ini. Kepada beliau secara tulus dan penuh hormat penulis sampaikan ucapan terima kasih dan penghargaan yang sebesar-besarnya semoga mendapatkan pahala dari Allah SWT.
7. Prof.Jozua Sabandar., MA., Phd, yang telah memberikan motivasi dan dukungan, pada penulis untuk meneruskan sekolah dari mulai jenjang Diploma sampai sekarang ini, kepada beliau penulis mengucapkan dengan tulus rasa terimakasih yang sebesar-besarnya.
8. Bapak dan Ibu dosen di lingkungan Program Studi Doktor Ilmu Manajemen Sekolah Pascasarjana Universitas Pendidikan Indonesia, yang telah membimbing selama perkuliahan.
9. Kepada pimpinan Yayasan STKIP PGRI Sukabumi saya ucapkan terimakasih telah memberikan ijin dan mempercayakan penulis untuk melanjutkan studi.
10. Rekan-rekan sekelas konsentrasi keuangan; Dr.Imas Purnamasari, Dr.Sugiyanto, Ivan, Dr. Radhi, Bu Andi, Pa Iwan dan Pa Ahmad, yang telah memberikan dorongan kepada penulis untuk segera menyelesaikan disertasi ini.
11. Selanjutnya, penulis juga menyadari bahwa disertasi ini tidak mungkin dapat diselesaikan dengan baik tanpa dukungan, dorongan, doa restu, dan keikhlasan dari segenap anggota keluarga, anakku Rizqy dan Shafa, dan semua adik-adik tersayang; Laeny, Budi, Nuceu, Wulan dan Sandi. Untuk itu, pada kesempatan ini penulis mengucapkan terima kasih yang tiada terhingga kepada Ibunda Lia Asalia dan Ayahhanda Endang Sukandi, yang terus menerus berdo'a untuk

kesehatan penulis menyelesaikan program doktor ini. Semoga Allah SWT membalas secara berlimpah terhadap kebaikan dan ketulusannya.

Akhirnya penulis berharap semoga disertasi ini memberikan banyak kemanfaatan bagi berbagai pihak, khususnya bagi perkembangan ilmu manajemen keuangan. Aamiin

Bandung, Agustus 2021

**Laely Purnamasari**  
**NIM: 1707384**

## ABSTRAK

### STUDI BIAS PADA KELOMPOK MASYARAKAT RUMAH TANGGA DI JAWA BARAT

**Laely Purnamasari**

Promotor, kopromotor dan anggota:

Prof. Dr. H. Nugraha, SE., M.Si., AKT.,CA., CPA

Prof. Dr. H. Disman, M.S.

Dr. Ikaputera Waspada, MM.

Studi ini bertujuan untuk menganalisis bagaimana pengaruh *overconfidence bias*, *representativeness bias*, *availability bias*, *confirmation bias*, *hindsight bias*, *illusion of control bias*, *loss aversion bias*, *endowment bias*, *self-control bias*, *regret aversion bias*, *status quo bias* terhadap keputusan keuangan pada masyarakat Jawa Barat. Selain itu tujuan penelitian ini untuk mengetahui bagaimana pengaruh *overconfidence bias*, *representativeness bias*, *availability bias*, *confirmation bias*, *hindsight bias*, *illusion of control bias*, *loss aversion bias*, *endowment bias*, *self-control bias*, *regret aversion bias*, *status quo bias* terhadap keputusan keuangan. Bagaimana pola bias perilaku di Indonesia dalam mempengaruhi keuangan keputusan masyarakat kemudian dibandingkan dengan pola di negara emerging market maupun dengan negara non emerging market. Dalam penelitian ini bias perilaku merupakan variabel utama yang terdiri dari bias kognitif dan bias emosional. Bias kognitif terdiri dari sub variabel yaitu *overconfidence bias*, *representativeness bias*, *availability bias*, *confirmation bias*, *hindsight bias*, *illusion of control bias*, sedangkan untuk bias emosional terdiri dari sub variabel *loss aversion bias*, *endowment bias*, *self-control bias*, *regret aversion bias*, *status quo bias*. Populasi dalam penelitian ini yaitu masyarakat Jawa Barat yang berada di sektor pekerjaan pertanian, kehutanan, dan perikanan, real estat, dan penyedia akomodasi, makan dan minum yang berada di Jawa Barat. Adapun populasi dalam penelitian ini mencakup 9 kota yang ada di Jawa Barat. Teknik sampling yang digunakan dalam penelitian ini *proportional random sampling*. Sampel dalam penelitian ini sebanyak 768 responden yang tersebar di Jawa Barat dan pembagian sampel didasarkan pada populasi per kota yang ada di kota Bogor, Sukabumi, Bandung, Cirebon, Bekasi, Depok, Cimahi, Tasikmalaya dan kota Banjar. Metode penelitian yang digunakan deskriptif verifikatif. Teknik analisis menggunakan regresi multifel. Hasil penelitian menunjukkan bahwa *Overconfidence bias*, *confirmation bias*, *Hindsight bias*, *self control bias*, memiliki pengaruh negatif terhadap keputusan keuangan masyarakat Jawa Barat. *Representative bias*, *Availability bias*, *Illusion of control bias*, *Endowment bias*, *Regret aversion bias* memiliki pengaruh positif, terhadap pembuatan keputusan keuangan masyarakat Jawa Barat. *Loss aversion bias* dan *Status quo bias* tidak memiliki pengaruh terhadap keputusan keuangan masyarakat Jawa Barat. Kelompok rumah tangga memoderasi pengaruh *representativeness bias*, *availability bias*, *hindsight bias*, *illusion of control bias*, *loss aversion bias*, *regret aversion bias* terhadap keputusan keuangan masyarakat rumah tangga di Jawa Barat. Kelompok rumah tangga tidak memoderasi pengaruh *overconfidence bias*, *confirmation bias*, *endowment bias*, *self control bias* dan *status quo bias* terhadap pembuatan keputusan keuangan.

**Kata Kunci: Bias Perilaku, Bias Kognitif, Bias Emosional, Keputusan Keuangan.**



## ABSTRACT

### BIAS STUDY ON HOUSEHOLD COMMUNITY GROUP IN WEST JAVA

**Laely Purnamasari**

Promoters, co-promoters and members:

Prof. Dr. H. Nugraha, SE., M.Si., AKT., CA., CPA.

Prof. Dr. H. Disman, MS.

Dr. Ikaputera Waspada, MM.

This study aims to analyze how the effect of overconfidence bias, representativeness bias, availability bias, confirmation bias, hindsight bias, illusion of control bias, loss aversion bias, endowment bias, self-control bias, regret aversion bias, status quo bias on financial decisions in West Java community. In addition, the purpose of this study is to find out how the effect of overconfidence bias, representativeness bias, availability bias, confirmation bias, hindsight bias, illusion of control bias, loss aversion bias, endowment bias, self-control bias, regret aversion bias, status quo bias towards decisions finance. How is the pattern of behavioral bias in Indonesia in influencing public financial decisions and then compared with patterns in emerging market countries and non-emerging market countries. In this study, behavioral bias is the main variable consisting of cognitive bias and emotional bias. Cognitive bias consists of sub-variables namely overconfidence bias, representativeness bias, availability bias, confirmation bias, hindsight bias, illusion of control bias, while for emotional bias consists of sub-variables loss aversion bias, endowment bias, self-control bias, regret aversion bias, the status quo is biased. The population in this study is the people of West Java who are in the agricultural, forestry, and fisheries sectors, real estate, and providers of accommodation, food and drink in West Java. The population in this study includes 9 cities in West Java. The sampling technique used in this study is proportional random sampling. The sample in this study was 768 respondents spread across West Java and the distribution of the sample was based on the population per city in the cities of Bogor, Sukabumi, Bandung, Cirebon, Bekasi, Depok, Cimahi, Tasikmalaya and Banjar cities. The research method used is descriptive verification. The analysis technique uses multiple regression. The results showed that the Overconfidence bias, confirmation bias, Hindsight bias, self-control bias, had a negative influence on the financial decisions of the people of West Java. Representative bias, Availability bias, Illusion of control bias, Endowment bias, Regret aversion bias have a positive influence on the financial decision making of the people of West Java. Loss aversion bias and status quo bias have no influence on the financial decisions of the people of West Java. The household group moderates the influence of representativeness bias, availability bias, hindsight bias, illusion of control bias, loss aversion bias, regret aversion bias on the financial decisions of households in West Java. The household group did not moderate the effect of overconfidence bias, confirmation bias, endowment bias, self control bias and status quo bias on financial decision making.

***Keywords: Behavioral Bias, Cognitive Bias, Emotional Bias, Financial Decisions.***

## DAFTAR ISI

	<b>Halaman</b>
<b>Lembar Pengesahan</b> .....	I
<b>Surat</b> .....	Ii
<b>Pernyataan</b> .....	
<b>Kata Pengantar</b> .....	Iii
<b>Ucapan Terima Kasih</b> .....	Iv
<b>Abstrak</b> .....	Vii
<b>Abstract</b> .....	Viii
<b>Daftar Isi</b> .....	Ix
<b>Daftar Tabel</b> .....	Xii
<b>Daftar Gambar dan Grafik</b> .....	Xiv
<b>BAB I PENDAHULUAN</b> .....	1
1.1.Latar Belakang Penelitian .....	1
1.2.Rumusan Masalah .....	13
1.3.Maksud dan Tujuan Penelitian .....	14
1.4.Kegunaan Penelitian .....	15
<b>BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS</b> .....	17
2.1 Kajian Pustaka .....	17
2.1.1 Bounded Rationality .....	17
2.1.2 Makna Behavioral Finance .....	23
2.2 Bias Kognitif .....	30
2.2.1 Overconfidence Bias .....	30
2.2.2 Representativeness Bias .....	32
2.2.3 Availability Bias .....	34
2.2.4 Confirmation Bias .....	36
2.2.5 Hindsight Bias .....	38

2.2.6	Illusion of Control Bias .....	40
2.3	Bias Emosional .....	41
2.3.1	Loss Aversion Bias .....	41
2.3.2	Endowment Bias .....	43
2.3.3	Self-control Bias .....	45

2.3.4 Regret Aversion Bias .....	46
2.3.5 Status Quo Bias .....	48
2.4 Pengertian Keluarga .....	50
2.4.1 Kesejahteraan Keluarga .....	53
2.4.2 Indikator Tahapan Keluarga Sejahtera .....	55
2.5 Keputusan Keuangan Keluarga .....	61
2.6 Memahami Perilaku Keuangan dalam Manajemen .....	65
2.7 Memahami Rasionalitas dalam Pengambilan Keputusan .....	66
2.8 Pengelolaan (Manajemen) .....	68
2.8.1 Pengertian Pengelolaan .....	68
2.8.2 Fungsi-Fungsi Pengelolaan .....	69
2.9 Pengelolaan Keuangan .....	69
2.9.1 Sejarah Pengelolaan Keuangan .....	69
2.9.2 Pengertian Pengelolaan Keuangan .....	70
2.9.3 Cara Melakukan Pengelolan Keuangan Dengan Baik .....	70
2.9.4. Indikator Pengelolaan Keuangan .....	72
2.10 Penelitian Terdahulu.....	74
2.11 Kerangka Pemikiran Penelitian .....	82
2.12 Hipotesis Penelitian .....	88
<b>BAB III    METODOLOGI PENELITIAN .....</b>	<b>89</b>
3.1 Metode Penelitian .....	89
3.2 Desain Penelitian .....	89
3.3 Operasionalisasi Variabel .....	90
3.4 Populasi dan Sampel Penelitian .....	95
3.4.1 Populasi penelitian .....	95
3.4.2 Sampel Penelitian .....	96
3.5 Teknik Pengumpulan Data .....	97
3.6 Analisis Data dan Pengujian Hipotesis .....	98
3.6.1. Pengujian Instrumen Penelitian .....	98
3.6.1.1 Uji Validitas Instrumen penelitian .....	98
3.6.1.2 Uji Reliabilitas Instrumen Penelitian .....	99
3.7 Teknik Pengolahan Data dan Pengujian Hipotesis .....	100

3.7.1 Analisis Deskriptif .....	100
3.7.2 Statistik Inferensial .....	102
3.7.3 Uji Hipotesis Penelitian .....	103
<b>BAB IV HASIL DAN PEMBAHASAN .....</b>	<b>107</b>
4.1 Analisis Deskripsi .....	107
4.1.1 Deskripsi Profil Responden Masyarakat Jawa Barat .....	107
4.1.2 Tanggapan Responden terhadap Kuesioner Penelitian .....	100
4.2 Hasil Penelitian .....	128
4.2.1 Uji Instrumen Data .....	128
4.2.1.1 Uji Validitas .....	128
4.2.1.2 Uji Reliabilitas .....	130
4.2.2. Uji Asumsi Klasik .....	131
4.2.3 Regresi Linier Berganda .....	134
4.2.3.1 Uji Model (Uji F - Uji Keberartian Regresi) .....	134
4.2.3.2 Uji t .....	135
4.3 Pembahasan .....	138
4.4 Temuan Penelitian .....	200
4.5 Keterbatasan Penelitian .....	204
<b>BAB V KESIMPULAN DAN REKOMENDASI .....</b>	<b>204</b>
5.1 Simpulan .....	204
5.2 Implikasi .....	204
5.2.1 Implikasi Teoritis .....	204
5.2.2 Implikasi Praktis .....	205
5.3 Rekomendasi .....	205
5.3.1 Masyarakat Jawa Barat .....	205
5.3.2 Peneliti Selanjutnya .....	205
<b>DAFTAR PUSTAKA .....</b>	<b>206</b>
<b>Lampiran – lampiran .....</b>	<b>220</b>

## DAFTAR TABEL

	<b>Halaman</b>
Tabel 1.1 Jumlah Keluarga Berdasarkan Tahapan Keluarga Sejahtera di Jawa Barat, 2015 .....	2
Tabel 1.2 Garis Kemiskinan Menurut Kabupaten/Kota di Provinsi Jawa Barat (Rupiah/kapita/bulan), 2015-2017 .....	4
Tabel 3.1 Operasionalisasi Variabel .....	91
Tabel 3.2 Populasi Penelitian .....	96
Tabel 3.3 Jumlah sampel Penelitian .....	97
Tabel 3.4 Bobot Penilaian Berdasarkan Skala Likert .....	100
Tabel 3.5 Interval Kelas .....	101
Tabel 4.1 Rekapitulasi tanggapan responden mengenai overconfidence bias .....	111
Tabel 4.2 Rekapitulasi tanggapan responden mengenai representativeness bias .....	112
Tabel 4.3 Rekapitulasi tanggapan responden mengenai availability bias ...	113
Tabel 4.4 Rekapitulasi tanggapan responden mengenai confirmation bias	114
Tabel 4.5 Rekapitulasi tanggapan responden mengenai hindsight bias .....	115
Tabel 4.6 Rekapitulasi tanggapan responden mengenai illusion of control bias .....	117
Tabel 4.7 Rekapitulasi tanggapan responden mengenai loss aversion bias .	119
Tabel 4.8 Rekapitulasi tanggapan responden mengenai endowment bias ..	120
Tabel 4.9 Rekapitulasi tanggapan responden mengenai self control bias ...	122
Tabel 4.10 Rekapitulasi tanggapan responden mengenai regret aversion bias .....	123
Tabel 4.11 Rekapitulasi tanggapan responden mengenai status quo bias .....	125
Tabel 4.12 Rekapitulasi tanggapan responden mengenai keputusan keuangan .....	126
Tabel 4.13 Uji Validitas Variabel X dan Variabel Y .....	128
Tabel 4.14 Reliability Variabel X dan Y .....	130
Tabel 4.15 Uji Normalitas .....	131

Tabel 4.16	Uji Multikolinieritas .....	132
Tabel 4.17	Uji Autokorelasi .....	134
Tabel 4.18	Uji Model F (Keputusan Keuangan) .....	134
Tabel 4.19	Uji t (Uji Keberartian Regresi) .....	135

## DAFTAR GAMBAR DAN GRAFIK

	<b>Halaman</b>
Gambar 2.1 Hirarki Kebutuhan Manusia .....	28
Gambar 2.2 Model Penelitian .....	87
Gambar 3.1 Garis Kontinum .....	102
Gambar 4.1 Jenis Kelamin Responden Masyarakat Jawa Barat .....	107
Gambar 4.2 Umur Responden Masyarakat Jawa Barat .....	108
Gambar 4.3 Pekerjaan Responden Masyarakat Jawa Barat .....	109
Gambar 4.4 Pendidikan Responden Masyarakat Jawa Barat .....	111
Gambar 4.5 Uji Heteroskedasitas .....	133



## DAFTAR PUSTAKA

- Abdellaoui, M., Bleichrodt, H., & Paraschiv, C. (2007). Loss Aversion Under Prospect Theory. *Management Science*, 53(10), 1659–1674. <http://doi.org/10.1007/BF01902993>
- Adnan, H. (2014). An Analysis of the Factors Affecting Online Purchasing Behavior of Pakistani Consumers. *International Journal of Marketing Studies*, 6 (5), 134-137.
- Agrawal, Madhu (1995), "Warning Labels: The Role of Expertise and Perceived Risk in Pharmaceutical Purchase Behavior," *Health Marketing Quarterly*, 13 (2), 99-115.
- Ahmad, Z., Ibrahim, H., & Tuyon, J. (2017). Behavior of fund managers in Malaysian investment management industry. *Qualitative Research in Financial Markets*. <https://doi.org/10.1108/QRFM-08-2016-0024>
- Alba, J.W and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13, hlm. 411-54.
- Alba, Joseph W. and Amitava Chattopadhyay (1985), "The Effects of Context and Part-Category Cues on Recall and Competing Brands," *Journal of Marketing Research*, 22, hlm. 340-49.
- Allais, M. (1953). La comportement de l’homme rationnel devant le risque: Critique des postulats et axiomes de l’ecole Americaine. English Summary. *Econometrica*, 21(4), 503 – 546.
- Allen, M. W., Gupta, R. and Monnier, A. (2008). The interactive effect of Cultural Symbols and Human Values on Taste Evaluation. *Journal of Consumer Research* Vol. 35, 294-308.
- Alsop, R., & Norton, A. (2004). Power, rights, and poverty reduction. In *Power, rights and poverty: Concepts and connections* (pp. 3–14). <http://doi.org/10.1596/978-0-8213-6310-2>
- Andrew F. Hayes ( 2013). Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach. New York, NY: The Guilford Press
- Andrew, V dan Linawati, N. (2014). Hubungan Faktor Demografi dan Pengetahuan Keuangan dengan Perilaku Keuangan Karyawan Swasta di Surabaya. *FINESTA* Vol. 02, No. 02, hlm. 35-39.
- Arens, Williams F. 1996. *Contemporary Advertising*. USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company.

- Arifin, N dan Robin. 2016. Analisis Perbedaan Persepsi Psikologi Keuangan antara Pria dan Wanita di Kota Batam. *Jurnal Penelitian Ekonomi dan Bisnis*, 1(1), hlm. 105 – 120.
- Arikunto, S. (2006). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Arsil, P. Li, E., Bruwer, J. and Lyons, G. (2014). Exploring Consumer Motivations towards Buying Local Fresh Food Products: A Means-End Chain Approach. *British Food Journal*, 116(10), pp. 1533-1549.
- Banu Durukan, M., Özsu, H. H., & Can Ergun, Z. (2017). Financial Crisis and Herd Behavior: Evidence from the Borsa Istanbul. In *Handbook of Investors' Behavior during Financial Crises* (pp. 203–217). <http://doi.org/10.1016/B978-0-12-811252-6.00012-8>
- Barberis, N & Thaler, R. 2003. *Handbook of The Economic of Finance: A Survey of Behavioral Finance*. University of Chicago.
- Barberis, N., & Thaler, R. H. (2002). A Survey of Behavioral Finance. SSRN. <https://doi.org/10.2139/ssrn.327880>
- Barros, G, 2010. Herbert A. Simon And The Concept Of Rationality: Boundaries And Procedures *Brazilian Journal Of Political Economy*, Vol. 30, No. 3 (119), Pp. 455-472.
- Bettman, James R. and C. Whan Park (1980), "Effects of Prior Knowledge on Experience and Phase of the Choice Process on Consumers' Decision Processes: A Protocol Analysis," *Journal of Consumer Research*, 7 (December), 234-48.
- Brooks, M. 2008. *Behavioral Finance: Theories and Evidence*. The Research Foundation of CFA Institute.
- Brozzi, R., Stawinoga, A. E., Hoffmann, C. and Streifeneder, T. (2016). Determinants of Local Food Purchase: Insight from a Consumer Survey in South Tyrol (Italy). *Socio.hu*, 4(Special Issues in English), pp. 99-115.
- Brucks, Merrie (1985), "The Effects of Product Class Knowledge on Information Search Behavior," *Journal of Consumer Research*, 12, hlm. 1-16.
- Bugin, B. (2007). *Penelitian kualitatif, komunikasi, ekonomi, kebijakan, publik dan ilmu sosial lainnya*. Jakarta: Kencana.
- Burks, S. V., Carpenter, J. P., Goette, L., & Rustichini, A. (2013). Overconfidence and social signalling. *Review of Economic Studies*, 80(3), 949–983. <http://doi.org/10.1093/restud/rds046>

- Capaldi, E.D. (1996). *Conditioned Food Preferences*, Capaldi, E.D. (ed.): Why we eat what we eat: The Psychology of eating Washington, USA: The American Psychological Association.
- Cătălin, M. C., & Andreea, P. (2014). Brands as a Mean of Consumer Self-expression and Desired Personal Lifestyle. *Procedia - Social and Behavioral Sciences*, 109, 103-107.
- Charles P, S. (2011). Damage prevention and control for financial incapacity. *JAMA - Journal of the American Medical Association*. <http://doi.org/10.1001/jama.2011.187>
- Chaudhary, A.K. (2013). Impact of Behavioral Finance in Investment Decisions and Strategies – A Fresh Approach. *International Journal of Management Research and Business Strategy*, 2(2), 1-9.
- Cheng, Y. H., Yang, A. S., & Liu, Y. H. (2009). Financial investment behavior tendencies of air carriers. *Journal of Air Transport Management*. <https://doi.org/10.1016/j.jairtraman.2008.12.004>
- Christen, M., Boulding, W., & Staelin, R. (2009). Optimal Market Intelligence Strategy When Management Attention Is Scarce. *Management Science*, 55(4), 526–538. <http://doi.org/10.1287/mnsc.1080.0988>
- Cohen, L. and Manion, L. (1997). *Research Methods in Education, Fourth Edition*. London UK: Routledge Press.
- Cook, T. D., & Campbell, D. T. (1979). *Quasi-experimentation: Design & analysis issues for field settings*. Boston: Houghton Mifflin Co.
- Coombs, C. H., Dawes, R. M., Tversky, A. (1970). *Mathematical psychology: An elementary introduction*. Englewood Cliffs, NJ: Prentice-Hall.
- Costell, E., Tárrega, A., & Bayarri, S. (2010). Food Acceptance: The Role of Consumer Perception and Attitudes. *Chemosensory Perception*, 3(1), 42-50.
- Daouk, H., Lee, C. M. C., & Ng, D. (2006). Capital market governance: How do security laws affect market performance? *Journal of Corporate Finance*, 12(3), 560–593. <http://doi.org/10.1016/j.jcorpfin.2005.03.003>
- Dowling, Grahame R. and Richard Staelin (1994), "A Model of Perceived Risk and Intended Risk-Handling Activity," *Journal of Consumer Research*, 21, hlm. 119-34.
- Dreman, D. N., & Lufkin, E. A. (2000). Investor Overreaction: Evidence That Its Basis Is Psychological. *Journal of Psychology & Financial Markets*, 1(1), 61–75. [http://doi.org/10.1207/S15327760JPFM0101\\_06](http://doi.org/10.1207/S15327760JPFM0101_06)
- Drewnowski, A. (1997). Taste preferences and food intake. *Annual review of Nutrition*, 17, hlm. 237-253.

- Drumheller, D. S. (2000). On theories for reacting immiscible mixtures. *International Journal of Engineering Science*, 38(3), 347–382. [http://doi.org/10.1016/S0020-7225\(99\)00047-6](http://doi.org/10.1016/S0020-7225(99)00047-6)
- Dwiastanti, A. 2018. Pengetahuan Keuangan untuk Membentuk Perilaku Keuangan Keluarga (Studi Kasus Pada Ibu Rumah Tangga di Kota Malang). *Majalah Ekonomi* \_ ISSN No. 1411-9501 \_ Vol. XXIII No. 1, hlm. 1-15.
- Edwards, W. (1954). The theory of decision making. *Psychological Bulletin*, 51, 380-417.
- Fama, E. F. 1970. Efficient Capital Market: A Review on Theory and Empirical Work. *Journal of Finance*.
- Fan, L., & Chatterjee, S. (2018). Application of situational stimuli for examining the effectiveness of financial education: A behavioral finance perspective. *Journal of Behavioral and Experimental Finance*. <https://doi.org/10.1016/j.jbef.2017.12.009>
- Farmer, A., & Tiefenthaler, J. (1997). An economic analysis of domestic violence. *Review of Social Economy*, 55(3), 337–358. <http://doi.org/10.1080/00346769700000004>
- Firmansyah, M., Suman, A., dan Susilo, A.M. 2013. Rasionalitas Memilih Transaksi dengan Bank Syariah (Perspektif Teori Bounded Rationality). *Proceeding Seminar Nasional Dan Call For Papers Sancall 2013*, ISBN: 978-979-636-147-2, hlm. 228-234.
- Franchi, M. (2012). Food choice: beyond the chemical content. *International Journal of Food Sciences and Nutrition*, 63(S1), 17-28.
- Ge, X., Brigden, N., & Häubl, G. (2015). The Preference-Signaling Effect of Search. *Journal of Consumer Psychology*, 25(2), 245-256.
- Gershkov, A., & Perry, M. (2012). Dynamic contracts with moral hazard and adverse selection. *Review of Economic Studies*, 79(1), 268–306. <http://doi.org/10.1093/restud/rdr026>
- Gigerenzer, G 2000. *Adaptive Thinking Rationality In The Real World*. Oxford university Press. UK.
- Greve, H R, 2003. *Organizational Learning from Performance Feedback A Behavioral Perspective on Innovation and Change*. Cambridge Univ. Press: New York.
- Grinblatt, M., & Keloharju, M. (2000). The investment behavior and performance of various investor types: A study of Finland's unique data set. *Journal of Financial Economics*, 55(1), 43–67. [http://doi.org/10.1016/S0304-405X\(99\)00044-6](http://doi.org/10.1016/S0304-405X(99)00044-6)

- Grunert, K.G. (2002). Current issues in the understanding of consumer food choice. *Trends in Food Science & Technology*, 13, 275-285.
- Hasan, R., Kumas, A., & van der Laan Smith, J. (2018). Market ambiguity and individual investor information demand. *Journal of Contemporary Accounting and Economics*, 14(1), 126–141. <http://doi.org/10.1016/j.jcae.2018.03.001>
- Hayes, B. K., Delamothe, K. (1997). Cognitive interviewing procedures and suggestibility in children's recall. *Journal of Applied Psychology*, 82(4), 562-577.
- Hayes, N. (2000) Foundation of psychology third edition, London: Thomson Weber
- Henseleit, M., Kubitzki, S. and Teuber, R. (2007). Determinants of Consumer Preferences for Regional Food. In: the 105th EAAE Seminar 'International Marketing and International Trade of Quality Food Products', Bologna-Milano: Edizioni Avenue media. pp. 55-67.
- Hermanus, I. G., Evelyn, & Patricia, L. W. (2013). Pengaruh Intellectual Capital terhadap Profitabilitas, Produktivitas, dan Penilaian Pasar Perusahaan Sektor Perbankan. *Jurnal GEMA AKTUALITA*, 2(2), 29–40.
- Hidayat, R. 2016. Rasionalitas: Overview terhadap Pemikiran dalam 50 Tahun Terakhir. *Jurnal Buletin Psikologi*, Vol. 24, No. 2, 101 – 122.
- Hidayat, R. 2016. Rasionalitas: Overview terhadap Pemikiran dalam 50 Tahun Terakhir. *Buletin Psikologi*, Vol. 24, No. 2, hlm. 101 – 122. DOI: 10.22146/buletinpsikologi.26772
- Hogarth, R. M., & Reder M. W. (1986). Editors' comments: perspectives from economics and psychology. *Journal of Bussiness*, 59, 185-207.
- Horsky, Dan and Yoel Raban (1988), "A Bayesian Updating Model of Dynamic Brand Choice Behavior," paper presented at the meetings of the Marketing Science Conference, Seattle, WA.
- Humaira Asad, Aatiqa Khan and Rafia Faiz. (2018). Behavioral Biases Across The Stock Market Investors: Evidence From Pakistan. *Pakistan Economic and Social Review*, 56(1), pp. 185-209.
- Hronová, S. & Hindls, R. (2013). Czech Households in the Years of Crises. *Statistics and Economic Journal*, 93 (4), 4–23.
- IFPRI (International Food Policy Research Institute). 2014. Global hunger index 2014: the challenge of hidden hunger. Washington, DC (US): International Food Policy Research Institute.
- Illiashenko, P. (2017). Behavioral Finance: History and Foundations. *Visnyk of the National Bank of Ukraine*, 2017(239), 28–54. <http://doi.org/10.26531/vnbu2017.239.028>

- Jaeger, S. R., Andani, Z., Wakeling, I. N., & MacFie, H. J. H. (1998). Consumer preferences for fresh and aged apples: a cross-cultural comparison. *Food Quality and Preference*, 9(5), 355-366.
- Johnson, Eric J. and J. Edward Russo (1984), "Product Familiarity and Learning New Information," *Journal of Consumer Research*, 11, hlm. 542-50.
- Johnson, Eric J. and J. Edward Russo (1984), "Product Familiarity and Learning New Information," *Journal of Consumer Research*, 11 (June), 542-50.
- Kahneman, D., Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*. 47(2), 263–291.
- Kamarck, A.M, 2005. *Economics As A Social Science An Approach To Nonautistic Theory*. By The University of Michigan: New York.
- Kasnodiharjo. (1993). Langkah-langkah Menyusun Kuesioner. Diakses dari <http://ejournal.litbang.depkes.go.id/index.php/MPK/article/viewFile/937/1583>
- King, Maryon F. and Siva K. Balasubramanian (1994), "The Effects of Expertise, End Goal, and Product Type on Adoption of Preference Formation Strategy," *Journal of the Academy of Marketing Science*, 22 (Spring), 146-59.
- Knickman, J. R., & Reschovsky, A. (1980). The implementation of school finance reform. *Policy Sciences*. <https://doi.org/10.1007/BF00138158>
- Kolasa, A. & Liberda, B. (2015). Determinant of saving in Poland: Are They different from those in other OECD Countries? *Eastern European economics*, 53, 2 . 124-148
- Kosen S. 2008. Dampak kesehatan dan ekonomi perilaku merokok di Indonesia. *Bul Penelitian Sistem Kesehatan*. 11(3): 207-211.
- Köster, E.P. (2009). Diversity in the determinants of food choice: A psychological perspective. *Food Quality and Preference*, 20, 70-82.
- Kremer, S., & Nautz, D. (2013). Causes and consequences of short-term institutional herding. *Journal of Banking and Finance*, 37(5), 1676–1686. <http://doi.org/10.1016/j.jbankfin.2012.12.006>
- Kriyantono, R. (2009). *Teknik Praktis Riset Komunikasi*. Malang: Prenada Media Group.
- Kuncoro, M. 2004. *Otonomi dan Pembangunan Daerah*. Jakarta: Airlangga.
- Lammers, Willebrands, & Hartog, 2010, *Risk Attitude and Profits among Small Enterprises in Nigeria*.
- Lea, S. E. G. (1994). Rationality: The formalist view. In H. Branstatter & W. Guth (eds.). *Essay in economic psychology*. Berlin: Springer-Verlag. pp. 71-89.

- Lee, L., Frederick, S. and Ariely, D. (2006). Try it you'll like it: The influence of expectation, consumption, and revelation on preferences for beer. *Psychological Science*, 17 (12), 1054-1058.
- Lockeretz, W. (1986). Urban Consumers' Attitudes towards Locally Grown Produce. *American Journal of Alternative Agriculture*, 1(2), pp. 83-88.
- Mc.Millan, JH & Schumacher, S. (2001). *Research in Education, A Conceptual Introduction*. Fifth Edition. New York : Addison Wesley Longman, Inc.
- Meadows, D. (1987). Break the cycle: Poverty causes population growth causes poverty. *System Dynamics Review*, 3(1), 34-35. <http://doi.org/10.1002/sdr.4260030105>
- Meirdina Kurniati, 2009, Hubungan antara faktor psikologi terhadap perilaku investor, jenis investasi dan besarnya dana yang diinvestasikan.
- Mela, D. (1999) Food choice and intake: the human factor. *Proceedings of the Nutrition Society*, 58, 513-521.
- Meyer, Robert J. (1987), "The Learning of Multiattribute Judgment Policies," *Journal of Consumer Research*, 14 (September), 155-73.
- Migiro, S., & Shewell, P. (2018). Finance Function Performance Measurement-A Data Envelopment Analysis Approach. *Journal of Economics and Behavioral Studies*. <https://doi.org/10.22610/jeb.s.v9i6.2009>
- Miljkovic, D. (2005). Rational choice and irrational individuals or simply irrational theory: A critical review of the hypothesis of perfect rationality. *The Journal of Socio-Economics*, 34, 621-634.
- Milles & Hubberman. (2007). Analisis Data Kualitatif. Jakarta: Universitas Indonesia.
- Moleong, L.J. (2010a). Metode Penelitian Kualitatif (Edisi Revisi). Bandung: PT. Remaja Rosdakarya
- Moleong, L.J. (2011b). Metodologi Penelitian Kualitatif. Bandung: PT. Remaja Rosdakarya.
- Montanari, M. (2006). Food is culture New York, USA: Columbia University Press
- Moore, William L. and Donald R. Lehmann (1980), "Individual Differences in Search Behavior for a Nondurable," *Journal of Consumer Research*, 7 (December), 296-307.
- Moorthy, Sridhar, Brian T. Ratchford, and Debabrata Talukdar (1997), "Consumer Information Search Revisited: Theory and Empirical Analysis," *Journal of Consumer Research*, 23 (March), 263-77.
- Moser, R., Raffaelli, R. and Thilmany, D. D. (2011). Consumer Preferences for Fruit and Vegetables with CredenceBased Attributes: A Review. *International Food and Agribusiness management Review*, 14, pp. 121-142.

- Mulyono, S. (2004). Riset operasi. Jakarta: Fakultas Ekonomi, Universitas Indonesia.
- Mustapha Chaffai dan Imed Medhioub. (2013). Behavioral Finance: An Empirical Study of the Tunisian Stock Market. *International Journal of Economics and Financial Issues*, Vol. 4, No. 3, pp.527-538.
- Nazir, M. (2011). Metode Penelitian. Bogor: Ghalia Indonesia.
- Nestle, M., Wing, R., Birch, L. DiSorga, L., Drewnowski, A., Middleton, S., Sobal, J. and Winston, M. (1998). Behavioral and Social Influences on Food Choice. *Nutrition Reviews*, Vol. 56, No. 5, 50-74.
- Nosić & Weber, 2007, Determinants of Risk Taking Behavior: The role of Risk Attitudes, Risk Perceptions and Beliefs.
- Nurkse, Ragnar. 1953 Problems of Capital Formation in Underdeveloped Countries. New York: Oxford University Press.
- Nurul Badriyah (2010), Pengaruh Karakteristik Individu, Sikap dan Persepsi terhadap Perilaku Wirausahawan (Studi Pada Industri Kecil Kerajinan Tangan & Handycraft Di Kabupaten Lamongan).
- Penney, U and Prior, C. (2014). Exploring the Urban Consumer's Perception of Local Food. *International Journal of Retail & Distribution Management*, 42(7), pp. 580-594.
- Pompian, M. M., & Longo, J. M. (2009). A New Paradigm for Practical Application of Behavioral Finance. *The Journal of Wealth Management*. <https://doi.org/10.3905/jwm.2004.434561>
- Pompian, Michael. M. 2006. Behavioral Finance and Wealth Management. New York: John Wiley & Sons, Inc.
- Prawirasasra, K.P dan Dialysa, F. 2016. Implikasi Behavioral Finance pada Proses Pengambilan Keputusan Investasi di Masa Pensiun. *Jurnal Manajemen dan Bisnis*, 13(2), hlm. 21-36.
- Prescott, J., & Bell, G. (1995). Cross-cultural determinants of food acceptability: Recent research on sensory perceptions and preferences. *Trends in Food Science & Technology*, 6(6), 201-205.
- Proctor, R. and M. A. Stone. 1982. Marketing Research. Great Britain: Macdonald and Evans Ltd. Phymouth.
- Punj, Girish N. and Richard Staelin (1983), "A Model of Consumer Information Search for New Automobiles," *Journal of Consumer Research*, 9 (March), 366-80.



- Purwidiyanti, W dan Mudjiyanti, R. 2016. Analisis Pengaruh Pengalaman Keuangan dan Tingkat Pendapatan terhadap Perilaku Keuangan Keluarga di Kecamatan Purwokerto Timur. *Jurnal Manajemen dan Bisnis*, 1(2), hlm. 141-148.
- Putra, A., Handayani, S., dan Pambudi, A. 2013. Perilaku Pengendalian Diri Pada Perilaku Manajemen Keuangan Personal Berdasarkan Pada Teori Planned Behavior Menggunakan Pendekatan Partial Least Square. *Jurnal Sustainable Competitive Advantage (SCA)*, 3(1), hlm. 1-9.
- Ramadhaniyati, Y., & Hayati, N. (2014). Pengaruh Profesionalisme, Motivasi, Integritas, Dan Independensi Satuan Pengawasan Internal Dalam Mencegah Kecurangan (Fraud) Di Lingkungan Perguruan Tinggi Negeri. *Jurnal Ekonomi Dan Bisnis*, 2(2), 101–114. <http://doi.org/10.1016/j.jmb.2010.09.068>
- Renu Isidore R., Christie P., (2019) "The relationship between the income and behavioural Economics, Finance and Administrative Science, <https://doi.org/10.1108/JEFAS-10-2018-0111>
- biases", *Journal of Economics, Finance and Administrative Science*,  
Reiff, N. 2015. Keuangan Perilaku: Konsep Kunci - Teori Prospek. [online]. Diakses dari [https://www.investopedia.com/university/behavioral\\_finance/behavioral11.asp](https://www.investopedia.com/university/behavioral_finance/behavioral11.asp)
- Riciardi, V dan Simon, H, K. 2000. What is Behaviour in Finance? *Business, Education, and Technology Journal*, Fall, hlm. 1-9.
- Rinderle, S., & Reichert, M. (2006). Data-driven process control and exception handling in process management systems. In *Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)* (Vol. 4001 LNCS, pp. 273–287). [http://doi.org/10.1007/11767138\\_19](http://doi.org/10.1007/11767138_19)
- Rintuh, Cornelis dan Miar. 2005. *Kelembagaan Dan Ekonomi Rakyat*. Yogyakarta: Bpfe-Yogyakarta
- Risvik, E., Rødbotten M. and Veflen N. Olsen (2006). *Cross-cultural dimensions in food choice: Europe, Understanding Consumers of Food products* Cambridge, England: Woodhead Publishing ltd.
- Ritter, J. R. (2003). Behavioral finance. *Pacific Basin Finance Journal*. [https://doi.org/10.1016/S0927-538X\(03\)00048-9](https://doi.org/10.1016/S0927-538X(03)00048-9)
- Roininen, K., Arvola, A. and Lähteenmäki, L. (2006). Exploring Consumers' Perceptions of Local Food with Two Different Qualitative Techniques: Laddering and Word Association. *Food Quality and Preference*, 17(1-2), pp. 20-30.
- Sagoff, M. (2012). The Breakthrough Institute - The Rise and Fall of Ecological Economics. <http://doi.org/10.1007/s12031-011-9641-0>

- Sahi, S. K. (2017). Psychological biases of individual investors and financial satisfaction. *Journal of Consumer Behaviour*, 16(6), 511–535. <http://doi.org/10.1002/cb.1644>
- Schmitt, B. (2012). The Consumer Psychology of Brands. *Journal of Consumer Psychology*, 22, 17-22.
- Schoemaker, P. J. (1982). The expected utility model: Its variants, purposes, evidence and limitations. *Journal of Economic Literature*. 20, 529–563.
- Setiawati dan Ahmad Nurkhin. (2017). Pengujian Dimensi Konstruk Literasi Keuangan Mahasiswa. *Economic Education Analysis Journal*, 3(1), hlm. 727-736.
- Setiawati dan Nurkhin, A. (2017). Pengujian Dimensi Konstruk Literasi Keuangan Mahasiswa. *Economic Education Analysis Journal*, 3(1), hlm. 727-736.
- Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). *Experimental and quasiexperimental designs for generalized causal inference*. Boston: Houghton Mifflin Co.
- Shafir, E., & LeBoeuf, R. A. (2002). Rationality. *Annual Review of Psychology*, 53, 491-517.
- Shahzad, H. (2015). *Online Shopping Behavior*. Subject Master Thesis Business Administration. Uppsala Universitet Campus Gotland.
- Sheena, & Naresh, G. (2012). Do Brand Personalities Make a Difference to Consumers? *Procedia - Social and Behavioral Sciences*, 37, 31-37.
- Sheth, Jagdish N. (1968), "How Adults Learn Brand Preference," *Journal of Advertising Research*, 8, hlm. 25-36.
- Siegel, Andrew F. (2000). *Practical Business Statistics*. New York: Irwin-McGraw Hill
- Siegel, Sidney (1992). *Statistik Nonparametrik untuk Ilmu-ilmu Sosial*. (Penterjemah: Zanzawi Suyuti & Landung Simatupang) Jakarta: Gramedia
- Simon, H. A. (1978). Rationality as process and as product of thought. *The American Economic Review*, 68(2), 1–16.
- Simon, H. A. (1982). From substantive to procedural rationality. In H. A. Simon (editor). *Model of Bounded Rationality*. 2. Cambridge: The MIT Press.
- Simon, H. A. 1982. From substantive to procedural rationality. In H. A. Simon (editor). *Model of Bounded Rationality*. 2. Cambridge: The MIT Press.

- Singleton Jr., Royce A. & Bruce C. Straits. (1999). Approaches to Social Research. Third edition. New York: Oxford University Press. A Dream of John Ball
- Small, D.M. and Prescott J. (2005). Odor/taste integration and the perception of flavor. *Experimental Brain Research*, 166, 345-357.
- Spillan, J. E. & Harcar, T. (2013). A Comparative Study of Patriotism, Protectionism, Social Economic Conservatism between Indian and Vietnamese Consumers: The Effects of these Constructs on Buying Inclinations. *Eurasian Journal of Business and Economics*, 6 (12), 1-26.
- Statman, M. (2002). Lottery Players/Stock Traders. *Financial Analysts Journal*. <http://doi.org/10.2469/faj.v58.n1.2506>
- Steptoe, A., Pollard, T.M. and Wardle, J. (1995). Development of a Measure of the Motives Underlying the Selection of Food: the Food Choice Questionnaire. *Appetite* 25, 267- 284.
- Strang, Roger A., Brian F. Harris, and Allan L. Hernandez (1979), "Consumer Trial of Generic Products in Supermarkets: An Exploratory Study," *Educators' Conference Proceedings*. Neil Beckwith et al., eds. Chicago: American Marketing Association, hlm. 386-88.
- Su'adah. 2003. *Sosiologi Keluarga*. Jakarta: Umm Press
- Subali, Bambang. (2013). Diktat Mata Kuliah Metodologi Penelitian Pendidikan Biologi. Yogyakarta: FMIPA UNY.
- Sudarsono dkk. (2013). Metode Penelitian Pendidikan. Yogyakarta: UNY Press.
- Sugiyono.2012. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- Sujan, Mita (1985), "Consumer Knowledge: Effects on Evaluation Strategies Mediating Consumer Judgments," *Journal of Consumer Research*, 12, hlm. 31-46.
- Sukmadinata, Nana Syaodih. 2009. *Metode Penelitian Pendidikan*. Bandung : Remaja Rosdakarya
- Suryanto. 2017. Pola Perilaku Keuangan Mahasiswa di Perguruan Tinggi. *Jurnal Ilmu Politik dan Komunikasi*, 7(1), hlm. 11-20.
- Suryawati Chriswardani, 2005, "Memahami Kemiskinan Secara Multidimensional", *Jurnal Manajemen Pembangunan dan Kebijakan*, Volume 08, No. 03, Edisi September (121-129).
- Thaler, R (1993) *Advances in Behavioral Finance*. New York: Russel Sage Foundation.

- Thaler, R. H. (1990). Anomalies: Savings, fungibility, and mental accounts. *The Journal of Economic Perspectives*, 4(1), 193-205.
- Tirtarahardja, Umar & La Sulo. 2005. *Pengantar Pendidikan*. PT Rineka Cipta.
- Tregear, A. and Ness, M. (2005). Discriminant Analysis of Consumer Interest in Buying Locally Produced Foods. *Journal of Marketing Management*, 21 (1-2), pp. 19-35.
- Tunggal, A.W. (2005). *Tanya Jawab: Perilaku Konsumen dan Pemasaran Strategi*. Jakarta: Penerbit Harvarindo.
- Tuorila, H. (2007). Sensory perception as a basis for food acceptance and consumption, MacFie, H. (ed.): *Consumer-led food product development* Cambridge, UK: Woodhead Publishing Limited.
- Utzig, M. (2016). Value and structure of households' financial assets in Poland. Paper presented at the 2016 International Conference "Economic science for rural development". 41, 301–332
- Vasiliou, D., & Daskalakis, N. (2009). Behavioral Capital Structure: Is the Neoclassical Paradigm Threatened? Evidence from the Field. *Journal of Behavioral Finance*, 10(1), 19–32. <http://doi.org/10.1080/15427560902719802>
- Vitasek, K. 2017. Richard Thaler And The 'Human Factor' In Economics. [online]. Diakses dari <https://www.forbes.com/sites/katevitasek/2017/10/10/richard-thaler-and-the-human-factor-in-economics/#13b792f81b56>
- Von Neumann, J., & Morgenstern, O. (1947). *Theory of games and economic behavior*. 2ndEd.). Princeton: Princeton University.
- Wądołowska, L., Babicz-Zielińska, E., & Czarnocińska, J. (2008). Food choice models and their relation with food preferences and eating frequency in the Polish population: POFPRES study. *Food Policy*, 33(2), 122-134.
- Walid Bahloul, (2018) "Short-term contrarian and sentiment by traders' types on futures markets: Evidence from the DCOT traders' positions", *Review of Behavioral Finance*, Vol. 10 Issue: 4, pp.298-319, <https://doi.org/10.1108/RBF-07-2017-0063>
- Wang, T., Huang, K., Cheng, Y., & Zheng, X. (2015). Understanding herding based on a co-evolutionary model for strategy and game structure. *Chaos, Solitons and Fractals*, 75, 84–90. <http://doi.org/10.1016/j.chaos.2015.02.008>
- Wiersma, William & Stephen G. (1990) *Educational Measurement and Testing*. USA: The University of Toledo.
- Wiryaningtyas, D.P. 2016. Behavioral Finance dalam Pengambilan Keputusan. *Prosiding Seminar Nasional* ISBN 978-602-60569-2-4, hlm. 339-344.

- Yeomans, M.R. (2007) Psychobiological mechanisms in food choice, MacFie, H. (ed.): Consumer-led food product development Cambridge, UK: Woodhead Publishing Limited.
- Zeelenberg, M., & Pieters, R. (1982). A Theory of Regret Regulation 1.0 Regret Regulation Theory. *JOURNAL OF CONSUMER PSYCHOLOGY* Loomes & Sugden Kahneman & Tversky Maitlis & Ozcelik Medicine, 17(1), 3–18. [http://doi.org/10.1207/s15327663jcp1701\\_6](http://doi.org/10.1207/s15327663jcp1701_6)
- Zikmund, W.G. and Babin, B.J. (2010). Essentials of marketing research. 9th edition. Ohio: South-Western Cengage Learning.
- Zhuk, M. (2015). Macroeconomic Determinants of Household Savings in Ukraine. *Economics and Sociology*. 8 (3), 41–54. <https://doi.org/10.14254/2071-789X.2015/8-3/3>