

PENGARUH KEPERIBADIAN INDIVIDU TERHADAP TOLERANSI RISIKO INVESTASI

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INTISARI

Keuangan berperilaku merupakan aspek untuk melihat faktor irasionalitas seseorang, pendekatan yang dapat digunakan adalah faktor psikologis menggunakan kepribadian. Kepribadian memiliki peran penting dalam beberapa perilaku, salah satunya dalam investasi. Toleransi risiko investasi sebagai tolak ukur dalam pengambilan keputusan investasi dapat dilihat menggunakan kepribadian. Penelitian ini dilakukan untuk menganalisis pengaruh kepribadian individu terhadap toleransi risiko investasi. Kepribadian digambarkan dengan model *Big Five* yaitu *neuroticism*, *extraversion*, *openness to experience*, *agreeableness*, dan *conscientiousness*. Penelitian ini dilakukan dengan teknik regresi linier berganda, dengan data investor yang diperoleh sebanyak 156. Seluruh data yang telah dihimpun sesuai dengan kriteria yang ditetapkan peneliti. Hasil menunjukkan bahwa variabel *neuroticism*, *extraversion*, dan *openness to experience* tidak berpengaruh signifikan terhadap toleransi risiko investasi, sedangkan *agreeableness* dan *conscientiousness* berpengaruh signifikan terhadap toleransi risiko investasi.

Kata Kunci: Keuangan berperilaku, toleransi risiko investasi, *Big Five Framework*, *neuroticism*, *extraversion*, *openness to experience*, *agreeableness*, *conscientiousness*

THE EFFECT OF PERSONALITY TRAITS ON INVESTMENT RISK TOLERANCE

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ABSTRACT

Behavioral finance is an aspect to see a person's irrationality factor, the approach that can be used is psychological factors using personality. Personality has an important role in several behaviors, one of which is investment. Investment risk tolerance as a benchmark in making investment decisions can be seen using personality. This study was conducted to analyze the influence of individual personality on investment risk tolerance. Personality is described by Big Five model and divided as neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness. This research was conducted using multiple linear regression technique, with 156 investor data obtained. All data that has been collected is in accordance with the criteria set by the researcher. The results show that the variables of neuroticism, extraversion, and openness to experience have no significant effect on investment risk tolerance, while agreeableness and conscientiousness have a significant effect on investment risk tolerance.

Keywords: Behavioral finance, investment risk tolerance, Big Five Framework, neuroticism, extraversion, openness to experience, agreeableness, conscientiousness