



INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *home bias* terhadap pilihan investor dalam berinvestasi pada perusahaan domestik dan perusahaan asing, dan menguji pengaruh *branding* lebih kuat dibandingkan dengan pengaruh *home bias* terhadap pilihan investor. Penelitian ini merupakan penelitian kuantitatif dengan metode survei. Metode survei dilakukan dengan penyebaran kuesioner secara langsung. Sampel penelitian ini pada pra kuesioner sebanyak 286 responden, dan pada kuesioner sebanyak 86 responden ditentukan menggunakan *purposive sampling*. Teknik analisis data yang digunakan untuk menguji hipotesis penelitian ialah uji *chi square*.

Hasil penelitian menunjukkan bahwa *home bias* memberikan pengaruh terhadap pilihan investor, maka hipotesis pertama terdukung, serta pengaruh *home bias* lebih kuat dibandingkan dengan pengaruh *branding*, maka hipotesis kedua tidak terdukung. Implikasi penelitian ini ialah memperluas penelitian tentang kesadaran rakyat Indonesia untuk berinvestasi baik di perusahaan domestik maupun di perusahaan asing dengan membedakan faktor *branding* yaitu merek kuat dan merek lemah, maupun memberikan motivasi bagi broker-broker di Indonesia untuk membuka fasilitas bagi investor Indonesia yang ingin berinvestasi di bursa asing.

Kata kunci: *home bias*, *branding*, pilihan investor.



ABSTRACT

This research aims to examine the effect of home bias on investors' choices in investing in domestic and foreign companies, and to examine the effect of branding which is stronger than the effect of home bias on investors' choices. This research is a quantitative research with survey method. The survey method was carried out by distributing questionnaires directly. The sample of this research in the pre-questionnaire as many as 286 respondents, and in the questionnaire as many as 86 respondents were determined using purposive sampling. The data analysis technique used to test the research hypothesis is the chi square test.

The research results show that home bias has an influence on investor choice, so the first hypothesis is supported, and the effect of home bias is stronger than the influence of branding, so the second hypothesis is not supported. The implication of this research is to expand research on the awareness of the Indonesian people to invest in both domestic and foreign companies by distinguishing branding factors, namely strong brands and weak brands, as well as providing motivation for brokers in Indonesia to open facilities for Indonesian investors who want to invest in Indonesia. foreign exchange.

Keywords: home bias, branding, investor choice