

## **FAKTOR PSIKOLOGIS PENGAMBILAN KEPUTUSAN SPONTAN INVESTOR DEWASA AWAL: PERAN TOLERANSI RISIKO, LOKUS KENDALI, KECERDASAN EMOSIONAL, DAN LITERASI KEUANGAN**

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### **Abstrak**

Jumlah investor dewasa awal yang terlibat dalam aktivitas investasi terus meningkat. Namun kecenderungan pengambilan keputusan investasi secara spontan dapat menimbulkan berbagai risiko. Penelitian ini bertujuan untuk mengeksplorasi peran faktor-faktor psikologis; toleransi risiko finansial, lokus kendali ekonomi, kecerdasan emosional, dan literasi keuangan dalam pengambilan keputusan investasi spontan. Dengan pendekatan kuantitatif, data dikumpulkan melalui kuesioner daring dari kalangan dewasa awal dengan pengalaman investasi pada aset keuangan minimal satu tahun terakhir. Hasil analisis regresi linear berganda menunjukkan bahwa faktor psikologis secara simultan berkontribusi dalam pengambilan keputusan investasi spontan sebesar 23,2%. Toleransi risiko finansial berperan positif signifikan, sementara lokus kendali ekonomi dan kecerdasan emosional berperan negatif tidak signifikan. Di sisi lain, literasi keuangan berperan negatif signifikan. Temuan ini menegaskan peran faktor psikologis terhadap pengambilan keputusan investasi spontan dalam literatur perilaku konsumen serta berimplikasi praktis pada pengambilan keputusan investor usia dewasa awal.

*Kata kunci: pengambilan keputusan investasi spontan, toleransi risiko finansial, lokus kendali, kecerdasan emosional, literasi keuangan*

### **Abstract**

*The number of emerging adult investors participating in investment activities continues to increase. However the tendency to make spontaneous investment decisions may pose various risks. This study aims to explore the role of psychological factors; financial risk tolerance, economic locus of control, emotional intelligence, and financial literacy in spontaneous investment decision-making. Employing a quantitative approach, data were collected through an online questionnaire from emerging adults with at least one year of experience in financial asset investments. The multiple linear regression analysis revealed that psychological factors collectively contribute to spontaneous investment decision-making by 23.2%. Financial risk tolerance has a significant positive influence, whereas economic locus of control and emotional intelligence have a negative but non-significant influence. On the other hand, financial literacy exhibits a significant negative influence. These findings reinforce the role of psychological factors in spontaneous investment decision-making within consumer behavior literature and offer practical implications for emerging adult investors decision-making.*

*Keywords: spontaneous investment decision-making, financial risk tolerance, locus of control, emotional intelligence, financial literacy*