

PENGARUH RELIGIOSITAS, MORAL DAN *LOVE OF MONEY* DALAM PROSES PENGAMBILAN KEPUTUSAN *SOCIALLY RESPONSIBLE INVESTMENT*

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Intisari

Etika dan investasi adalah dua konsep yang dianggap *mutually exclusive*. Meski demikian, *Socially Responsible Investment*, yang merupakan cara investasi yang dipandang beretika telah berkembang pesat di berbagai negara. Fenomena ini menjadi perhatian akademisi maupun praktisi. Ditambah lagi, dari sisi empiris, penelitian mengenai pembuatan keputusan seorang investor berkaitan dengan *SRI* masing jarang. Berdasarkan hal tersebut, penelitian ini meneliti pengaruh dari religiositas, simbolisasi dan *Love of Money* terhadap bagaimana seseorang membingkai konsep investasi yang dia lakukan. Berdasarkan survei terhadap 206 investor, religiositas, simbolisasi moral dan *Love of Money* terbukti mempengaruhi pembingkai investor mengenai konsep investasi. Bingkai ini kemudian mempengaruhi intensi investor untuk melakukan *SRI*.

Kata Kunci: *Socially Responsible Investment*, *SRI*, *Ethical Investment*, *Investment Decision Making*, *Decision Frame*, *Religiositas*, Simbolisasi Moral, *Love of Money*.

THE EFFECT OF RELIGIOSITY, MORAL AND LOVE OF MONEY TOWARD DECISION MAKING PROCESS IN SOCIALLY RESPONSIBLE INVESTMENT

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Abstract

Ethics and investment are considered as two concepts which are mutually exclusive. Despite that, socially responsible investment, which can be considered as the ethical way to do investment, has impressive growth in several countries. This phenomenon has become the attention of both academician and investor in general. Furthermore, there is still few numbers of research which try to examine the decision making process of investors concerning SRI. Based on the notions, this research examined the effect of religiosity, moral symbolization and love of money toward how a person frames the concept of investment. Based on the survey towards 206 investors, it is found that religiosity, moral symbolization and love of money do influence how investors frames investments in general. This frame then influences the investor intention to do SRI.

Keywords: Socially Responsible Investment, SRI, Ethical Investment, Investment Decision Making, Decision Frame, Religiosity, Moral Symbolization, Love of Money.