

## **ABSTRACT**

### **THE EFFECT OF HEURISTIC, HERDING AND INVESTOR ATTITUDES ON RISKS INVESTMENT PERFORMANCE (STUDY IN INDONESIA STOCK EXCHANGE)**

**By**

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The purpose of this study is to provide empirical evidence about the influence of heuristic, herding and investor attitudes towards risk on investment performance. The Research was conducted on the individual investor in Indonesia Stock Exchange with the samples obtained as many as 98 respondents. The sampling technique used was purposive sampling. Data analysis method used is quantitative method with a model of Structural Equation Model (SEM). The results of this study indicate that heuristic and herding positive influence on investment performance. Meanwhile, investor attitudes towards risk does not affect the performance of investment.

**Keywords** : Heuristic, herding, attitude to risk, investment performance, Indonesia Stock Exchange

## **ABSTRAK**

### **PENGARUH *HEURISTIC, HERDING* DAN SIKAP INVESTOR TERHADAP RISIKO PADA KINERJA INVESTASI (STUDI PADA BURSA EFEK INDONESIA)**

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Tujuan penelitian ini adalah memberikan bukti empiris mengenai pengaruh *heuristic, herding* dan sikap investor terhadap risiko pada kinerja investasi. Penelitian ini dilakukan pada investor individu di Bursa Efek Indonesia dengan sampel yang diperoleh sebanyak 98 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Metode analisis data yang digunakan adalah metode kuantitatif dengan model *Structural Equation Model* (SEM). Hasil penelitian ini menunjukkan bahwa *heuristic* dan *herding* berpengaruh positif terhadap kinerja investasi. Sedangkan sikap investor terhadap risiko tidak berpengaruh terhadap kinerja investasi.

**Kata kunci :** *heuristic, herding*, sikap terhadap risiko, kinerja investasi, Bursa Efek Indonesia