

## ABSTRAK

Santiara, I Made (2023), Pengaruh Literasi Keuangan, *Overconfidence*, Dan *Herding Bias* Terhadap Keputusan Investasi.

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**Kata Kunci :** *Herding Bias*, *Overconfidence*, Keputusan Investasi, dan Literasi Keuangan.

Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan, *overconfidence*, dan *herding bias* terhadap keputusan investasi, menggunakan pendekatan kausal kuantitatif. Populasi dalam penelitian ini adalah anggota Ciputra *Entrepreneur Club* Bali dengan sampel berjumlah 61 orang dengan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuesioner. Data yang diperoleh dianalisis menggunakan SPSS versi 26, adapun teknik analisis data meliputi uji validitas, uji reliabilitas, uji asumsi klasik dan uji hipotesis (analisis regresi linier berganda, uji statistik t, uji statistik F, dan uji koefisien determinasi). Hasil penelitian menunjukkan: (1) Literasi keuangan berpengaruh positif dan signifikan terhadap keputusan investasi; (2) *Overconfidence* berpengaruh negatif dan signifikan terhadap keputusan investasi; (3) *Herding bias* berpengaruh negatif dan signifikan terhadap keputusan investasi; (4) Literasi keuangan, *overconfidence*, dan *herding bias* berpengaruh signifikan terhadap keputusan investasi.

## ABSTRACT

*Santiara, I Made (2023), The Influence of Financial Literacy, Overconfidence, and Herding Bias on Investment Decisions.*

*Management Science Thesis, Postgraduate Program, Universitas Pendidikan Ganesha.*

*This thesis has been approved and examined by Supervisor I: Dr. Ni Kadek Sinarwati, SE., Ak., M.Si. and Supervisor II: Dr. Ni Made Ary Widiastini, S.St.Par., M.Par.*

*Keywords: Financial Literacy, Overconfidence, Herding Bias and Investment Decisions.*

*This research aimed to analyze the influence of financial literacy, overconfidence and herding bias on investment decisions. This research used a quantitative causal approach and the population in this research were members of the Ciputra Entrepreneur Club Bali. The sample consisted of 61 respondents using purposive sampling technique. The data collection method used questionnaires. The data obtained were analyzed using SPSS version 26, the data analysis techniques included validity tests, reliability tests, classical assumption tests and hypothesis tests (multiple linear regression analysis, t statistical test, F statistical test, and coefficient of determination test). The research results showed: (1) Financial literacy has a positive and significant effect on investment decisions; (2) Overconfidence has a negative and significant effect on investment decisions; (3) Herding bias has a negative and significant effect on investment decisions; (4) Financial literacy, overconfidence, and herding bias have a significant effect on investment decisions.*