

ABSTRAK

Tingginya tingkat return Bursa Efek Indonesia menjadikan minat investasi terhadap saham kian meningkat tiap tahun, kondisi tersebut menjadikan investor memahami profil risikonya dengan memahami kepribadian sebelum mengambil keputusan investasi. Penelitian ini bertujuan untuk mengetahui apakah ada hubungan antara big five personality dengan pengambilan keputusan investor saham di Bursa Efek Indonesia. Subjek penelitian ini adalah investor di Bursa Efek Indonesia. Sampel dalam penelitian ini berjumlah 96 orang, yang diambil dengan teknik *purposive sampling*. Pengumpulan data penelitian menggunakan Skala Pengambilan Keputusan (20 aitem valid dengan koefisien reliabilitas = 0,847) dan Skala *Big Five Inventory* (25 aitem valid dengan koefisien reliabilitas = 0,891) diuji cobakan pada 60 Investor saham. Metode analisis data yang digunakan adalah analisis regresi.

Hasil penelitian menunjukkan ada korelasi antara dimensi *agreeableness* ($r = 0,560$, $\rho = 0,000$), *extraversion* ($r = 0,517$, $\rho = 0,000$), *conscientiousness* ($r = 0,573$, $\rho = 0,000$), *neuroticism* ($r = 0,193$, $\rho = 0,030$), *openness to experience* ($r = 0,548$, $\rho = 0,000$) dengan Pengambilan Keputusan. Koefisien determinasi *agreeableness* terhadap pengambilan keputusan pada investor di Bursa Efek Indonesia adalah 26,7%. Koefisien determinasi *extraversion* terhadap pengambilan keputusan pada investor di Bursa Efek Indonesia adalah 22,9%. Koefisien determinasi *neuroticism* terhadap pengambilan keputusan pada investor di Bursa Efek Indonesia adalah 32,9%. Koefisien determinasi *neuroticism* terhadap pengambilan keputusan pada investor di Bursa Efek Indonesia adalah 3,7%. Koefisien determinasi *openness to experiences* terhadap pengambilan keputusan pada investor di Bursa Efek Indonesia adalah 30%. Temuan memperluas pengetahuan tentang hubungan antara sifat kepribadian dan pengambilan keputusan investasi.

Kata kunci : pengambilan keputusan, *big five personality*, investor saham, Bursa Efek Indonesia

ABSTRACT

The high rate of return of the Indonesia Stock Exchange has made investment interest in stocks increase every year, this condition makes investors understand their risk profile by understanding personality before making investment decisions. The aims of this research was to determine the relationship between the five big personalities wits decision making in stock investor decisions on the Indonesia Stock Exchange. Subjects in this research wre investors in the Indonesia Stock Exchange. The researcher used 96 people, who were taken by purposive sampling technique. Research data collection using the Decision Making Scale (20 valid items with a reliability coefficient = 0.847) and the Big Five Inventory Scale (25 valid items with a reliability coefficient = 0.891). The data was analyzedusing regression analysis.

The results showed correlation between dimensions of extraversion ($r = 0.560$, $\rho = 0,000$), extraversion ($r = 0.517$, $\rho = 0,000$), conscientiousness ($r = 0.573$, $\rho = 0,000$), neuroticism ($r = 0.193$, $\rho = 0.030$), openness to experience ($r = 0.548$, $\rho = 0,000$) with Decision Making. The coefficient of determination of conformity with decision making of investors in the Indonesia Stock Exchange is 26.7%. The coefficient of determination of extraversion for decision making on investors on the Indonesia Stock Exchange is 22.9%. The coefficient of determination of neuroticism towards decision making on investors in the Indonesia Stock Exchange is 32.9%. The coefficient of determination of neuroticism towards decision making on investors on the Indonesia Stock Exchange is 3.7%. The coefficient of opennes determination on experience with decision making of investors in the Indonesia Stock Exchange is 30%. The findings expand knowledge about the relationship between personality traits and investment decision making.

Keywords: decision making, five big personalities, stock investor, Indonesia Stock Exchang.