

Judul Tesis : “Pengaruh *Overconfidence*, *Accounting Information*, *Behavioural Motivation*, Sumber Dana, Pengalaman Transaksi Saham terhadap Keputusan Investasi Saham”

ABSTRACT

This article aims to determine the effect of Overconfidence, Accounting information, Self-image / firm image, Social Relevance, Advocate Recommendations, Personal Financial Needs, Sources of Funds and Experience of Stock Transactions on Stock Investment Decisions. The population of this research is stock investors who are trading shares on the Indonesian Stock Exchange (BEI). The type of data in this research is quantitative. Sampling was carried out using purposive sampling. The sample data of this study 386 samples. The data analysis method used PLS approach through the smartPLS 3.0 application. The results showed that the variables Overconfidence, Accounting information, Self-image / firm image, Social relevance, Advocate recommendation, Personal financial needs, Source of Funds, and Experience of stock transactions each have a positive and significant effect on stock investment decisions. Moderate the influence between the source of funds and the stock investment decision variable. (VR)

Keywords: *Overconfidence, Accounting Information, Behavioral Motivation, Source of Funds, Experience of Stock Transactions, Stock Investment decisions*

ABSTRAK

Artikel ini bertujuan untuk mengetahui Pengaruh *Overconfidence*, *Accounting information*, *Self-image/firm image*, *Social Relevance*, *Advocate Recommendation*, *Personal Financial Needs*, Sumber dana dan Pengalaman Transaksi Saham sebagai pemoderasi terhadap Keputusan Investasi Saham. Populasi penelitian ini adalah investor saham yang sedang melakukan perdagangan saham di Bursa Efek Indonesia (BEI). Jenis data dalam penelitian ini bersifat kuantitatif. Pengambilan sampel dilakukan dengan menggunakan *purposive sampling*. Sampel data penelitian ini sejumlah 386 sampel. Metode analisis data menggunakan pendekatan PLS melalui aplikasi smartPLS 3.0. Hasil penelitian menunjukkan Variabel *Overconfidence*, *Accounting information*, *Self-image/firm image*, *Social relevance*, *Advocate recommendation*, *Personal financial needs*, Sumber Dana, dan Pengalaman transaksi saham masing-masing memiliki pengaruh positif dan signifikan terhadap Keputusan investasi saham, Pengalaman transaksi saham hanya memoderasi pengaruh antara Sumber Dana dan variabel Keputusan investasi saham. (VR)

Kata kunci: *Overconfidence, Accounting Information, Behavioural Motivation, Sumber Dana, Pengalaman Transaksi Saham, keputusan Investasi Saham*