

ABSTRACT

Investment or trading is one of the most trending activities for the last few years. In *Covid-19* pandemic, the population of investors in Indonesia was extremely growing and dominated by Generation Z or well-known called as Gen Z. They usually upload their luxury goods bought by their investment return in which they are mostly young-aged. Then, other people, including Gen Z, start investing as well.

However, Gen Zs, who are instant-minded, often make unwise investment. They look up to some investor influencers, such as Indra Kenz and Doni Salமான, who get rich before 25 years old due to investment they did on binary option. After that, many people become triggered and start following their step by investing on binary option frequently. Later on, in fact, binary option one of many platforms of bogus investment found in Indonesia. The total loss of people investing on illegal brokers has exceeded more than Rp1 T over the last five years. This indicates that investment decision is influenced by social dynamic.

In this research, the researcher would like to investigate the influence of herding behavior, overconfidence bias, and regret-aversion bias on investment decision made by Gen Z investors in West Java. Specifically, it will investigate the three factors on investment decision, whether partially and simultaneously. The research approach to quantitative research by distributing the questionnaire to 400 respondents at least. Data analysis methods used in this research are descriptive analysis, Multiple Linear Regression (MLR) analysis, partial test and simultaneous test for checking hypothesis, and determination coefficient.

The research results that herding behavior, overconfidence bias, and regret-aversion bias influence investment decision of Generation Z in West Java, whether partially and simultaneously.

Keywords: Herding behavior, overconfidence bias, regret-aversion bias, investment decision, generation z