

ABSTRACT

Investment has gotten more known and popular since a few years back. It is proven with the fact that in Indonesia, the number of Investors experienced a significant hike. The growth itself was majorly contributed by people within the age group of Generation Z. One of the most contributing factors of their participation is their fear of missing out to their peers, as the other that has started investing in the capital market, which triggers the others' desire to participate as well.

The Generation Z's intention to invest, however, is diverted by their impulsive, instant-minded thinking, on which it will only result in loss instead of return, due to the unwise investment decisions. While the ideal condition to invest is to do the traditional finance, there are investors who also take their behavior biases into the decision-making process.

This research will be looking into the behavioral bias within the investment decision-making of Generation Z in the area of Greater Bandung. The research results indicated that trait anxiety, overconfidence, and self-monitoring have significant influence on investment decision. Trait Anger and Herding Behavior do not significantly influence investment decision. All of the independent variable simultaneously influence the investment decision of Generation Z in the Greater Bandung Area.

Keyword: Behavioral Finance, Investment Decision, Trait Anger, Trait Anxiety, Overconfidence, Herding Behavior, Self-monitoring