

ABSTRAK

BARRY EVAN SUMANTRI (01619230091)

PENGARUH *FINANCIAL LITERACY*, *OVERCONFIDENCE*, *RISK TOLERANCE* DAN *INVESTMENT ATTITUDE* TERHADAP *INVESTMENT DECISION* PADA INVESTOR *PEER-TO-PEER LENDING*

(75 hal + 22 tabel + 6 gambar)

Peer-to-peer lending merupakan salah satu bentuk transformasi digital pada dunia investasi, proses investasi yang sepenuhnya online membawa banyak efisiensi dalam berinvestasi dibandingkan instrumen investasi tradisional lainnya. Penelitian ini menguji pengaruh dari *financial literacy*, *overconfidence*, *risk tolerance* dan *investment attitude* terhadap *investment decision* pada investor *peer-to-peer lending* Asetku. Penelitian ini dilakukan secara kuantitatif dengan teknik pengambilan sample menggunakan *purposive sampling* pada 245 investor yang pernah melakukan investasi pada Asetku, yaitu salah satu perusahaan *peer-to-peer lending* di Indonesia. Hasil pada penelitian ini menunjukkan bahwa seluruh hipotesis didukung, artinya *financial literacy*, *overconfidence* dan *investment attitude* berpengaruh positif terhadap *investment decision*, sedangkan *risk tolerance* berpengaruh negatif terhadap *investment decision*. Penelitian ini mengungkap bahwa literasi keuangan, *overconfidence* dan toleransi risiko berpengaruh signifikan terhadap keputusan investasi pada *platform P2P lending* Asetku. Sedangkan sikap terhadap investasi tidak berpengaruh terhadap keputusan investasi. Disarankan peningkatan edukasi interaktif, simulasi, webinar, kampanye literasi, serta kolaborasi dengan regulator dan komunitas untuk memperkuat pemahaman, keyakinan, dan keberanian investor, mendorong pertumbuhan investasi berkelanjutan inklusif dan adil. Penelitian terbatas pada empat variabel independen, sedangkan masih terdapat ada prediktor lain yang dapat mempengaruhi *investment attitude*.

Kata Kunci : *Peer-to-peer Lending*, Literasi Keuangan, Rasa Percaya Diri yang Berlebihan, Toleransi Risiko, Sikap Investasi, Keputusan Investasi
56 Referensi (2015-2024)

ABSTRACT

Barry Evan Sumantri (01619230091)

THE INFLUENCE OF FINANCIAL LITERACY, OVERCONFIDENCE, RISK TOLERANCE AND INVESTMENT ATTITUDE ON INVESTMENT DECISION IN PEER-TO-PEER LENDING INVESTORS

(75 page + 22 table + 6 picture)

Peer-to-peer lending is a form of digital transformation in the investment world, an investment process that is completely online brings a lot of efficiency in investing compared to other traditional investment instruments. This study examines the effect of financial literacy, overconfidence, risk tolerance and investment attitude on investment decisions in Asetku peer-to-peer lending investors. This study was conducted quantitatively with a sampling technique using purposive sampling on 245 investors who had invested in Asetku, which is one of the peer-to-peer lending companies in Indonesia. The results of this study indicate that all hypotheses are supported, meaning that financial literacy, overconfidence and investment attitude have a positive effect on investment decisions, while risk tolerance has a negative effect on investment decisions. This study reveals that financial literacy, overconfidence and risk tolerance have a significant effect on investment decisions on the Asetku P2P lending platform. Meanwhile, attitudes towards investment do not influence investment decisions. It is recommended to increase interactive education, simulations, webinars, literacy campaigns, and collaboration with regulators and communities to strengthen investor understanding, confidence, and courage, encouraging inclusive and fair sustainable investment growth. The research is limited to four independent variables, while there are still other predictors that can influence investment attitude.

Keyword : Peer-to-peer Lending, Financial Literacy, Overconfidence, Risk Tolerance, Investment Attitude, Investment Decision

56 Reference (2015-2023)