

## ABSTRAK

### **Pengaruh *Representativeness* dan *Availability* Bias Terhadap Keputusan Investasi pada Investor di Galeri Investasi Se-Bandung Raya**

**Amelisca Eka Putri**

Investasi merupakan aktivitas yang memperoleh uang, tenaga, dan waktu dengan dambaan memperoleh keuntungan serta manfaat di waktu mendatang. Dalam melakukan investasi, investor harus tepat dalam melakukan pengambilan keputusan. Beberapa investor menunjukkan perilaku tidak rasional dan dipengaruhi faktor psikologis. Bias perilaku keuangan dapat mempengaruhi keputusan investasi para investor khususnya investor muda. Penelitian ini bertujuan untuk menguji pengaruh *representativeness* dan *availability* bias terhadap keputusan investasi pada investor di Galeri Investasi Se-Bandung Raya. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data berupa kuisisioner yang disebarakan ke Galeri Investasi Se-Bandung Raya. Pengujian instrumen penelitian ini menggunakan uji validitas dan reliabilitas. Metode analisis data menggunakan uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis. Hasil penelitian menunjukkan bahwa *representativeness* dan *availability* bias berpengaruh positif secara parsial dan simultan terhadap keputusan investasi pada investor di Galeri Investasi Se-Bandung Raya.

**Kata kunci: Perilaku Keuangan, *Representativeness*, *Availability*, Keputusan Investasi**

## **ABSTRACT**

### ***The Effect of Representativeness and Availability Bias on Investment Decisions for Investors in Investment Galleries In Bandung Raya***

**Amelisca Eka Putri**

*Investment is an activity that acquires money, energy, and time with the desire to gain profits and benefits in the future. In making an investment, investors must be precise in making decisions. Some investors show irrational behavior and are influenced by psychological factors. Financial behavioral biases can affect the investment decisions of investors, especially young investors. This study aims to examine the effect of representativeness and availability bias on investment decisions in investors in the Greater Bandung Investment Gallery. This study uses quantitative methods with data collection techniques in the form of questionnaires distributed to the Greater Bandung Investment Gallery. This research instrument test uses validity and reliability tests. The data analysis method uses classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results showed that representativeness and availability bias had a positive effect partially and simultaneously on investment decisions for investors in the Bandung Raya Investment Gallery.*

***Keywords: Behaviour Finance, Representativeness, Availability, Investment Decision.***