

## DAFTAR ISI

|   |           |
|---|-----------|
| HALAMAN JUDUL .....                           | i         |
| PERNYATAAN KEASLIAN KARYA TULIS SKRIPSI ..... | ii        |
| HALAMAN PENGESAHAN.....                       | iii       |
| HALAMAN PERSEMBAHAN .....                     | iv        |
| MOTTO .....                                   | vi        |
| KATA PENGANTAR.....                           | vii       |
| <i>ABSTRACT</i> .....                         | ix        |
| ABSTRAK .....                                 | x         |
| DAFTAR ISI.....                               | xi        |
| DAFTAR GAMBAR.....                            | xiii      |
| DAFTAR TABEL .....                            | xiv       |
| DAFTAR LAMPIRAN .....                         | xv        |
| <b>BAB 1 PENDAHULUAN .....</b>                | <b>1</b>  |
| A. Latar Belakang.....                        | 1         |
| B. Rumusan Masalah.....                       | 12        |
| C. Tujuan Penelitian .....                    | 13        |
| D. Manfaat Penelitian .....                   | 14        |
| <b>BAB II TINJAUAN PUSTAKA.....</b>           | <b>16</b> |
| A. Landasan Teori.....                        | 16        |
| 1. <i>Behavioral Finance Theory</i> .....     | 16        |
| 2. <i>Confirmation Bias</i> .....             | 19        |
| 3. <i>Herding Bias</i> .....                  | 20        |
| 4. <i>Representativeness Bias</i> .....       | 22        |
| 5. <i>Financial Literacy</i> .....            | 23        |
| 6. Keputusan Investasi.....                   | 24        |
| B. Penelitian Terdahulu .....                 | 26        |
| C. Hubungan Antar Variabel.....               | 30        |
| D. Kerangka Konseptual.....                   | 36        |
| E. Hipotesis Penelitian .....                 | 36        |
| <b>BAB III METODE PENELITIAN .....</b>        | <b>38</b> |
| A. Rancangan Penelitian.....                  | 38        |

|   |                                      |           |
|---|--------------------------------------|-----------|
| B.                                      | Objek dan Waktu Penelitian.....      | 38        |
| C.                                      | Populasi.....                        | 39        |
| D.                                      | Sampel dan Teknik Sampling .....     | 39        |
| E.                                      | Jenis Data Penelitian.....           | 42        |
| F.                                      | Prosedur Pengambilan Data.....       | 42        |
| G.                                      | Skala Pengukuran Variabel .....      | 42        |
| H.                                      | Klasifikasi Variabel Penelitian..... | 44        |
| I.                                      | Definisi Operasional Variabel .....  | 45        |
| J.                                      | Uji Instrumen .....                  | 48        |
| K.                                      | Teknik Analisis Data .....           | 51        |
| <b>BAB IV HASIL DAN PEMBAHASAN.....</b> |                                      | <b>54</b> |
| A.                                      | Hasil Penelitian.....                | 54        |
| B.                                      | Pembahasan .....                     | 77        |
| <b>BAB V KESIMPULAN DAN SARAN .....</b> |                                      | <b>88</b> |
| A.                                      | Kesimpulan .....                     | 88        |
| B.                                      | Saran .....                          | 89        |
| <b>DAFTAR PUSTAKA .....</b>             |                                      | <b>91</b> |
| <b>LAMPIRAN.....</b>                    |                                      | <b>96</b> |