

Determinants of Investment Decisions from Behavioural Aspects with Investment Intention as a Mediating Variable

Ika Oktaviana Wulandari¹, Dewita Puspawati²

¹Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

²Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Email address: ikaowlmoon@gmail.com, dp123@ums.ac.id *

Abstract—Due to the recession issue, many people are cautious in managing their finances. So that it encourages people to want to improve their situation with investment activities. This research generally tests the TPB (Theory of Planned Behaviour) model. Specifically, the purpose of this study is to determine the determinants of investment decisions seen from the behavioural aspect, besides that it aims to analyse Investment intention as a mediating influence on investment decisions. Respondents in this study were 135 respondents obtained through an online survey. The sampling technique used purposive sampling method. Validity and reliability tests using smartPLS analysis on the outer model. The results of the analysis show that financial literacy affects investment decisions. Herding behaviour affects investment decisions. The big five personality traits in the openness dimension affect investment decisions. Investment intention in financial literacy, herding behaviour, and big five personality traits mediate investment decisions.

Keywords— Financial literacy, herding behaviour, big five personality traits, Investment intention and investment decisions.

I. INTRODUCTION

The International Monetary Fund (IMF) and the World Bank have warned of an imminent recession in several countries around the world. The forecast comes as a result of strong inflationary pressures in several countries causing monetary economic strains due to interest rate hikes from central banks. According to the IMF, recession is expected in several countries, but economic growth is expected to slow down in Indonesia (Georgieva, 2022). Economic recession is an event feared by all countries in the world, including Indonesia. An economic recession is a significant decline in economic activity over a long period of time that can last from months to years. The current global recession threatens many countries around the world (Ahmad, 2022). All of this is due to the impact of the Covid-19 pandemic which has caused economies around the world to experience negative growth. The recession itself hit various sectors, one of the sectors at risk of experiencing a decline during a recession is the financial sector (Octavilia, 2022). In a recession, people still need to set aside investment funds in low-risk assets. In addition, investors also need to diversify their assets to reduce investment risk in various instruments (Dewi, 2022).

Indonesia's economy is still relatively strong with inflation remaining under control and growth expected to remain at

around 5.1%. Indonesia's conditions are still relatively resilient with projected economic growth in 2022 remaining at 5.3% and projections in 2023 at 5.0%. From the APBN performance until the third quarter, Indonesia's economic growth is still strong, supported by the trade balance, household consumption, and investment as the main support. State revenue is also still high and this shows that the economic recovery continues to be maintained, the contribution of commodity prices which are still at a relatively high level and the positive impact of various government policies. Even so, there is still a need to strengthen coordination in being aware of developments in global risks including preparing policy responses (Kemenkeu 2022).

In recent weeks Indonesia's stock and bond markets have been overshadowed by news of a possible global recession due to high inflation and aggressive interest rates in most countries around the world. In the short term, this caused large fluctuations in the stock and bond markets. Meanwhile, inflation in the domestic sector, especially electricity and household fuel costs, led to inflation of 6.14 per cent for the same period.

The Indonesian stock market has so far remained positive, despite the weakness of most Asia-Pacific stock markets. The Composite Equity Index (JCI) rose another 6.63% to be the best in Asia-Pacific. Meanwhile, stocks in neighbouring countries such as Vietnam fell 31.93%, Singapore's Straits Times fell 4.79%, Thailand's SETi fell 3.81% and Malaysia's FTSE 8.09%. The Dow Jones index in the United States is also down 16.52% since the beginning of the year. Of course, Indonesia's economic fundamentals still look good and stable, but we must use strategies in terms of financial management.

The capital market acts as a link between investors (financiers) and companies or government institutions through trading financial instruments (Estefan, 2019). Investing in the capital market is a means to generate profits without spending a lot of energy and can be done flexibly, giving rise to interest in investing (Wuisan, 2022). Basically, people are interested in investing in the capital market. However, there are hurdles that must be faced, especially for new investors. Prospective investors should have investment knowledge because it will affect investment success (Fathmaningrum, 2022).

In the millennial generation, interest in investing in stocks in the capital market is not a foreign thing for young people,

especially students. Wardani and Supriati (2020) explain that students have begun to assume that interest in investing in the capital market will provide benefits. This causes students who invest in the capital market to be interested because of the lure of the benefits of investing for the future. So that more and more young people, especially students, are motivated and interested in investing. Students take part in increasing economic growth and development in a better direction. There are several factors that influence interest in investing in the capital market, namely financial literacy factors, herd behaviour, and big five personality traits.

To identify socio-psychological aspects that understand keeping as an informative social effect of heuristic or systematic cognitive processes (Andersson, et-al 2018). Little literature was found on the impact of the big five personality traits on individual stock investment intentions. To understand the behaviour of stock investors, this research also turns its attention to individuals who have never been directly involved in stock trading, but could be potential investors who are motivated to make stock investments (Lai, 2019). Governments and institutions that regulate and facilitate participation in stock markets should recognise individuals' perceptions of equity investment, which can be encouraged and reinforced by political objectives to promote widespread equity ownership. Understanding the intentions of individual stock investors also has great practical value, especially for managers of information security companies who want to effectively manage the stock business and recognise the needs of individual stock investors to improve their corporate services (Lai, 2019). With this motivation, this study is the first attempt to examine how the big five personality traits influence individual investors' knowledge and intention to invest in the stock market (Lai, 2019).

II. LITERATURE REVIEW

Theory of planned behavior

The theory of reasoned action is the most fundamental and influential theory of human behaviour. This theory was developed by Fishbein and Ajzen (1991) which explains that behaviour is carried out because individuals have the intention to do so and is related to activities carried out on their own volition. This intention to behave theory states that a person's intention to behave is only influenced by two factors, namely behavioural attitudes and subjective norms (Perdana et.al, 2019). This theory has the main assumption that a person has rational considerations in doing something. The importance of this theory with investment interest, this theory explains the attitudes and behaviour of someone who has an investment interest, so they will take action to invest. For example, attending a seminar increases understanding of investment about understanding the risks of investing and its benefits, so that the audience is interested in investing.

Investment intention

Interest is a dimension in the affective aspect that can cause a person to have a tendency or intensity of preference that differs from one activity to another after seeing, observing and possibly comparing and considering their needs

accompanied by several planned efforts with a happy feeling without burden. Sudirman (2003: 76) a person's interest in an object will be more visible if the object is on target and related to the wants and needs of the person concerned. Interest will encourage someone to decide on an action which in the end the action is either done or not (Riyadi, 2016). In this study, the internal factors that influence investment intention are explained through the Theory of Planned Behaviour (TPB) approach. TPB proposed by Ajzen (1991) explains that interest in behaviour can be accurately predicted through three important components, namely attitudes, subjective norms, and perceived behavioural control (Naila Riski Salisa, 2020).

Investment Decision

According to James A.F. Stoner (2006: 32), a decision is a choice between various alternatives. Another definition of decision is stated by Prajudi Atmosudirjo (2004: 23) that a decision is a termination of the thought process about a problem by making a choice on an alternative. According to George R. Terry (2005: 14) decision making is the selection of certain alternative behaviours from two or more existing alternatives. Furthermore, according to James A. F. Stoner (2006: 40) decision making is a process used to select an action as a way of solving problems. Based on the above understanding, it can be concluded that decision making is the process of choosing among the best alternatives from several options to be followed systematically as a way to solve a problem.

Financial Literacy

Financial literacy is a measurement of a person's understanding of financial concepts, and has the ability and confidence to manage personal finances through making the right short-term decisions, long-term financial planning, and paying attention to economic events and conditions (Remund, 2010). Financial literacy includes awareness and knowledge of financial instruments and their applications in business and life (Huston 2010). Financial planning includes awareness and knowledge of financial instruments and their application in business and life (Mandagie, Febrianti, Fujianti 2020). It is the intelligence a person possesses that enables people to make confident decisions regarding all aspects of their budgeting, spending, and saving and use of financial products and services, ranging from everyday banking through loans, investments, and planning for the future (Yates and Ward 2011).

Herding Behavior

The origin of herding stems from the thoughts of Kynes (1936) who explained that humans are social animals, namely humans have basic instincts from animals. The basic instinct in question is the animal instinct to follow the same direction as its friends, hence the term herd which means a group. Herding according to Sasta Moinen (2008) is the behaviour of investors selling or buying shares regardless of the underlying reasons for making an investment. According to Devenow (1996), herding occurs when investors ignore their personal beliefs and believe more in the beliefs of other investors without thinking about it from a psychological perspective.

Chang et al. (2000) provide four reasons why herding behaviour can occur in the capital market, namely: Investors process the same information; Investors choose stocks by considering common characteristics; Investment managers are divided into two, namely those with high ability and those with low ability; Investment managers follow the stock price valuations of other managers.

Big Five Personality Traits

The "Big Five Model" personality traits theory was proposed by a famous psychologist, Lewis Goldberg. The Big Five Personality Traits Model consists of five key dimensions namely Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism. To summarise and make it easier to remember, we use the first alphabet of each dimension to form the word "OCEAN" (IPQI, 2015). The OCEAN model emerged from factor analyses of adjectives used to describe personality and from factor analyses of various equivalent personality tests and scales. The Big Five Personality approach to personality is based mostly on research rather than theory, or in other words, it is an inductive approach to personality which means that theory is generated from data according to (Friedman & Schustack, 2008). The term Big Five refers to the grouping of traits in five major groups only, hereinafter called personality dimensions, it is conveyed (Ramdhani, 2012). Regarding personality attitudes, researchers generally recognise and accept the term naming the Five Factor Model of Personality. According to (Pervin et al., 2010), the term Big Five is a discovery where each factor includes more specific traits.

III. METHOD

The study uses quantitative methods with statements that describe the characteristics of the subject to determine the effect of the independent variable with the dependent variable and / or through interconnected and comparable mediating variables. The population in this study were all students in Indonesia. Sampling in this study using sample techniques, which are used in this study is purposive sampling, namely sample selection with criteria: 1) Active students of Muhammadiyah University Surakarta angkatan 2019-2022. 2) Students who understand about investment.

The data source in this research is primary data. Primary data obtained directly by distributing questionnaires via google form to students of Universitas Muhammadiyah Surakarta. The questionnaire contains statements about herding behaviour, financial literacy, and big five personality traits. The measuring instrument used in this study is five points likert. Questionnaires are arranged with five answers that have been provided. Based on the distribution of the questionnaire, 135 respondents were obtained with predetermined criteria.

IV. RESEARCH RESULTS

Respondent Description

The questionnaire was distributed online via google form. Based on the distribution of the questionnaire, 135 respondents were obtained with predetermined criteria.

Respondent descriptions are used to identify the characteristics of respondents which include name, gender, income and variable statements used based on the results of respondents' answers to the questionnaires that have been circulated.

1. Characteristics of Respondents Based on Gender

Based on the data obtained from the respondents, the gender of the respondents in this study is described as follows:

TABLE 4.1. Gender

Gender	Number of respondents	Percentage
Male	37	27.6%
Women	98	72.4%
Total	135	100%

Source: Primary Analysis Data, 2023

The diagram above explains the characteristics of respondents based on gender. This study shows that there are 37 respondents with male gender with a percentage of 27.6%. Meanwhile, respondents with female gender were 98 people with a percentage of 72.4%. So it can be concluded that female respondents dominate.

2. Characteristics of Respondents Based on Gender

Based on the data obtained from the respondents, the income of the respondents in this study is described as follows:

TABLE 4.2. Revenue

Revenue	Number of respondents	Percentage
<Rp500.000	86	50.6%
Rp500.000 - Rp2.000.000	69	40.6%
>Rp2.000.0000	15	8.8%

Source: Primary Analysis Data, 2023

From the diagram above, it explains about the characteristics of respondents based on income, it shows that respondents with income <Rp500,000 were 86 people with a percentage of 50.6%. Income Rp500,000-Rp2,000,000 as many as 69 people with a percentage of 40.6%. Then respondents with an income of > IDR 2,000,0000 were 15 people with a percentage of 8.8%. So it can be concluded that income <Rp500,000 dominates.

PLS Programme Scheme

The method of data analysis and data processing in this study uses a Structural Equation Modeling (SEM) approach lined up with Partial Least Square which is assisted by the SmartPLS 3.0 software analysis tool. SEM as a statistical analysis technique used to examine the relationship between indicator variables to latent variables and the relationship between latent variables. In this study, the first stage is to describe the path diagram and the second stage is to analyse the measurement model evaluation and structural model evaluation. The following is a Partial Least Square programme model scheme:

Outer model testing is used to determine the specification of the relationship between latent variables and their indicators. This test includes validity, reliability and multicollinearity. At this stage, elimination is carried out on question items Lk1, Hb1, Hb2, Bn1, Bn2, Bn3, Bn4, Bo1, Bo2, Ba2, Ba3, Bc3, Bc4, Bc5, and Mi4. Elimination needs to be done because the

outer loading value in these questions does not meet the requirement that the value is less than 0.5. Chin et al. (1997) in Ghazali and Latan (2015) which states that a loadings factor value of 0.5 to 0.6 is still acceptable and considered good.

Testing the inner model can be done with three analyses, namely measuring the R² (R-square) value, the path coefficient and the specific indirect effect.

Convergent Validity

An indicator is declared to fulfil convergent validity in a good category if the outer loading value is > 0.7. The following is the outer loading value of each indicator on the research variables.

TABLE 4.3. Outer Loadings Value

Variable	Indicators	Outer loading	Description
Financial Literacy (X1)	Lk2	0.882	Valid
	Lk3	0.887	Valid
	Lk4	0.768	Valid
Herding Behavior (X2)	Hb3	0.734	Valid
	Hb4	0.779	Valid
	Hb5	0.730	Valid
	Ba1	1.000	Valid
	Bc1	0.887	Valid
Big Five Personality Traits (X3)	Bc2	0.852	Valid
	Be1	0.705	Valid
	Be2	0.781	Valid
	Be3	0.859	Valid
	Be4	0.807	Valid
	Bn5	1.000	Valid
	Bo3	0.894	Valid
Investment Decision (Z)	Bo4	0.839	Valid
	Ki1	0.775	Valid
	Ki2	0.890	Valid
	Ki3	0.863	Valid
Investment intention (Y)	Ki4	0.869	Valid
	Mi1	0.892	Valid
	Mi2	0.882	Valid
	Mi3	0.823	Valid

Source: Primary Analysis Data, 2023

Based on the table above, it is known that each indicator of the research variable has many outer loading values > 0.7. However, according to (Chin, 1998) the measurement scale loading value of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Reliability Test

Reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct (Abdillah and Hartono, 2015). Reliability testing in this study uses Composite Reliability and Cronbach Alpha. Composite Reliability is used to measure the reliability of a construct. The construct is declared reliable if the composite reliability has a value of > 0.7, then the construct is declared reliable.

The results of this test have a composite reliability > 0.7 with a financial literacy variable value of 0.884, a herding behavior variable value of 0.792, an agreeableness variable

value of 1.000, a conscientiousness variable value of 0.868, an extraversion variable value of 0.868, a neuroticism variable value of 1.000, an openness variable value of 0.858, an Investment intention variable value of 0.900, and an investment decision variable value of 0.912. this shows that each variable used in this study can be said to be reliable. The last reliability test is Cronbach's α (alpha) where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. According to Cronbach (1951), the construct is said to be reliable if the Cronbach alpha value is more than 0.60. Based on this table, it shows that all Cronbach's alpha results have a value above 0.60, which means that the Cronbach's alpha value has met the requirements so that all constructs can be said to be reliable.

Multicollinearity Test

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value that shows a tolerance value > 0.1 or the same as the VIF value < 5. The results of the collinearity statistic (VIF) to see the multicollinearity test of each variable have a cut off value > 0.1 or the same as the VIF value < 5, so this does not violate the multicollinearity test.

Goodnes of Fit

Structural model evaluation is carried out to show the relationship between manifest and latent variables of the main predictor, mediator and outcome variables in one complex model. This model goodness test consists of two tests, namely R-Square (R²) and Q-Square (Q²). The R² or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R² value indicates a better level of determination. R² values of 0.25, 0.50, and 0.75 can be concluded that the model is weak, moderate, and strong (Ghozali, 2015).

Based on the results of R square which is used to see the influence of financial literacy variables, herding behavior, and big five personality traits on investment decision variables with a value of 53.3%, it can be stated that it has a medium value, the remaining 46.7% is influenced by other factors outside the model. Then R square is used to see the influence of financial literacy variables, herding behaviour, and big five personality traits on Investment intention variables with a value of 50.9%, it can be stated that it has a medium value, the remaining 49.1% is influenced by other factors outside the model.

Path Coefisien

Testing the path coefficient using the bootsraping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. The p value < 0.05 indicates that there is a direct or indirect effect while the p value > 0.05 indicates that there is no direct or indirect effect. In this study, the significance value used is t-statistic 1.96 (significant level = 5%).

Based on the results of the path coefficient, the results obtained:

- a. The first hypothesis tests whether financial literacy affects investment decisions. The test results show that the t-

statistic value is 4.077 and the original sample is positively charged with a p-value of 0.000. Based on this result, the t-statistic > 1.96 and p-value < 0.05 . So it can be concluded that financial literacy affects investment decisions.

- b. The second hypothesis tests whether herding behaviour affects investment decisions. The test results show that the t-statistic value is 2.428 and the original sample is positively charged with a p-value of 0.015. Based on this result, the t-statistic > 1.96 and p-value < 0.05 . So it can be concluded that herding behaviour affects investment decisions..
- c. The third hypothesis tests whether the big five personality traits affect investment decisions. The test results show that in the openness dimension, the t-statistic value is 2.035 and the original sample is positively charged with a p-value of 0.042. Based on these results, the t-statistic > 1.96 and p-value < 0.05 . So it can be concluded that the big five personality traits in the openness dimension affect investment decisions.
- d. The fourth hypothesis tests whether Investment intention affects investment decisions. The test results show that the t-statistic value is 3.536 and the original sample is positively charged with a p-value of 0.000. Based on this result, the t-statistic > 1.96 and p-value < 0.05 . So it can be concluded that Investment intention affects investment decisions.

Specific Indirect Effect

The next testing step is to test the indirect effect or indirect effect which can be seen from the specific indirect effect results. If the P-Values < 0.05 , it is significant, which means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable. If the P-Value > 0.05 , it is not significant, which means that the mediator variable does not mediate the effect of an exogenous variable on an endogenous variable. The results of the specific indirect test are interpreted as follows:

- a. The results on the path coefficient with Investment intention as a mediating variable with financial literacy on investment decisions show that the specific indirect effect value on the t-statistic is greater than the t-table, namely $2.578 > 1.96$ and a p value of 0.010, meaning that the p value < 0.05 . It can be concluded that Investment intention has an effect in mediating financial literacy with investment decisions.
- b. The results on the path coefficient between Investment intention with herding behaviour and investment decisions show that the specific indirect effect value on the t-statistic is greater than the t-table, namely $2.834 > 1.96$ and a p value of 0.005, meaning that the p value < 0.05 , it can be concluded that Investment intention has an effect in mediating the relationship between herding behaviour and investment decisions.
- c. The results on the path coefficient between Investment intention with big five personality traits in the openness dimension and investment decisions show that the specific indirect effect value on the t-statistic is greater than the t-table, namely $2.402 > 1.96$ and a p value of 0.016, meaning

the p value < 0.05 , it can be concluded that Investment intention has an effect in mediating big five personality traits with investment decisions.

Discussion

1. The effect of financial literacy on investment decisions

The results of the analysis show that financial literacy has an influence on investment decisions. This is evidenced by the p-value of $0.000 < 0.05$. Huston (2010) defines financial literacy as the process of measuring a person's level of understanding in digesting financial information. With financial literacy that is owned, it can make it easier for someone when faced with determining the investment decision chosen. One of the main pillars in life is finance. For this reason, it is necessary to manage finances properly. With a good understanding of financial literacy, one can avoid the habit of wasting money. The main function of financial literacy is wise financial management. The concept of managing money wisely is able to control spending properly. In addition, financial literacy can also hone knowledge about financial strategies. With a good financial strategy, it can help in maintaining financial stability. So that with a good understanding of financial literacy, it can convince someone in making investment decisions. This research is also in line with research conducted by Salisa (2020), where the results of their research on financial literacy have a positive effect on investment decisions.

2. The effect of herding behaviour on investment decisions

The analysis results show that herding behaviour has an influence on investment decisions. This is evidenced by the p-value of $0.015 < 0.05$. Herding behaviour is a phenomenon in which an investor prefers to follow the decisions made by other investors. In other words, investors who show friendship instincts will be attracted to the same investment. The need for quick decision-making can put investors in a vulnerable situation. Thus, they sometimes make themselves feel safer by following the decisions of the majority. This research is also in line with research conducted by Rahayu et al. (2020), where the results of their research on herding behaviour have a positive effect on investment decisions.

3. The influence of big five personality traits on investment decisions

The results of the analysis show that there are several dimensions of the big five personality traits that have an influence on investment decisions. The dimension that influences investment decisions is openness. This is evidenced that in the openness dimension, the p-value is $0.042 < 0.05$. Baker (2018) individuals who are high in openness tend to be imaginative, curious, open to new ideas and reflect higher intelligence. Investment decision making is based on several options that are chosen to make the best decision according to their goals. The personality trait of someone who is interested in new things and the desire to learn new things will lead to an obsession to do new things. This research is also in line with research conducted by Baker (2018), where the results show that the big five personality traits in the openness dimension affect investment decisions.

4. The effect of Investment intention on investment decisions

The analysis results show that Investment intention has a positive influence on investment decisions. This is evidenced by the p-value of $0.000 < 0.05$. In connection with the recession issue, many people are careful in managing finances. So that people want to improve their situation by doing investment activities. Thus, the higher the public interest, the more it will affect investment decisions. If it is related to investing activities, if someone has the tendency to invest, Investment intention greatly influences investment decisions. Investment intention is manifested as how much individuals have the desire to try and the amount of effort planned, which will ultimately be manifested in actual behaviour in investing. This research is also in line with research conducted by Fatmaningrum (2022), where the results of their research on herding behaviour affect investment decisions.

5. Investment intention has an effect in mediating financial literacy on investment decisions

The results of the analysis show that Investment intention has an effect in mediating financial literacy on investment decisions. This is evidenced by the p-value of $0.000 < 0.05$. Financial literacy is useful in managing and maintaining financial conditions to be maintained and stable. Having good financial literacy can help to choose the right financial strategies and decisions. Financial literacy can support the growth of financial wealth, with sufficient financial literacy it can determine the right investment product according to their needs and abilities. Knowledge of financial literacy is also able to create new interests for a person so that the person can create stimuli that encourage investment decisions. Someone who already has an interest in investing will have a tendency to decide to invest. This research is also in line with research conducted by Salisa (2020), where the results of their research on financial literacy have a positive effect on Investment intention.

6. Investment intention has an effect in mediating herding behaviour on investment decisions.

The results of the analysis show that Investment intention has an effect in mediating herding behaviour on investment decisions. This is evidenced by the p-value of $0.000 < 0.05$. When the stock value increases, investors flock to buy shares so that it creates an interest in new investors. In addition, the benefits of investors further strengthen the interest of new investors in making investment decisions. Investors have the desire to invest by looking for information and analysing the information obtained with environmental influences. This research is also in line with research conducted by Umbon and Atahau (2019), where the results of their research on herding behaviour have a positive effect on Investment intention.

7. Investment intention has an effect in mediating big five personality traits on investment decisions.

The results of the analysis show that Investment intention has an effect in mediating big five personality traits with investment decisions. This is evidenced that in the openness dimension the p-value is $0.000 < 0.05$. Openness is also referred to as openness to experience. People who have high openness tend to have broad interests, they are curious about other people and are eager to learn new things and enjoy new experiences. Just like millennial investors tend to be quicker to

receive information from the surrounding environment which makes them active in finding out new things, one of which is investment. So with this openness, they accept and understand that the existence of new information can generate an interest in investment decisions. This research is also in line with research conducted by Baker (2018), where the results of their research on big five personality traits in the openness dimension have a positive effect on Investment intention.

V. CONCLUSIONS

Based on the objectives of this study regarding the determinants of investment decisions seen from the behavioural aspects, and analysing investment interest as a mediating influence on investment decisions. The results of the research and discussion that have been carried out can be concluded that financial literacy affects investment decisions, herding behavior affects investment decisions, big five personality traits in the openness dimension affect investment decisions, investment interest affects investment decisions, investment interest has an effect in mediating financial literacy with investment decisions, investment interest has an effect in mediating herding behavior with investment decisions, investment interest has an effect in mediating big five personality traits with investment decisions.

The limitation of this research lies in the closed questionnaire so that each respondent will only answer the answer criteria that have been provided. This can allow each respondent to answer the questionnaire not in accordance with the actual situation. For further research, it is hoped that it can use other variables that have not been disclosed in this study in order to explain other factors that can also influence investment decisions. And can develop research through interviews or direct observation.

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