

**THE EFFECT OF RISK PERCEPTION, LEVEL OF  
CONFIDENCE, FINANCIAL LITERACY AND PERSONALITY  
TRAITS ON WOMEN'S INVESTMENT DECISION MAKING**

**THESIS**

*Proposed as One of the Requirement to Achieve the Bachelor Degree on Bachelor  
Study Program (S1) of Management Department in Economic Faculty of Andalas  
University*



Proposed by:

**IBNU ABI YOGA**  
**(1510524016)**

Supervisor :

**Venny Darlis, SE. M.Rm**

**INTERNATIONAL MANAGEMENT**  
**FACULTY OF ECONOMIC**  
**ANDALAS UNIVERSITY**  
**PADANG**

**2020**



Alumni Number at University	<b>Ibnu Abi Yoga</b>	Alumni Number at Faculty
a) Place/ Date of Birth: Padang / Januari, 3rd 1997 b) Parent's Name: Siti Arbi c) Faculty: Economic d) Major: International Management e) ID Number :1510524016 f) Graduation Date : October, 28th 2020 g) Grade: Very Satisfied h) CGPA : 3.05 i) Length of Study : 5 years, 3 months j) Parent's address : Jalan Manga Raya no 40 Perumnas Belimbing, Kelurahan Kuranji, Kecamatan Kuranji, Kota Padang, Sumatera Barat.		

***The Effect of Risk Perception, Level of Confidence, Financial Literacy and Personality Traits on Women's Investment Decision Making.***

*Bachelor Thesis By: Ibnu Abi Yoga  
Supervisor: Venny Darlis, SE., M.Rm.*

**ABSTRACT**

This study aims to determine the relationship between the effect of risk perceptions, level of confidence, financial literacy, and personality traits on women's investment decision making. The data were obtained through a questionnaire, and samples were taken from 150 female investors in Indonesia. Data were analyzed using SPSS 16 and SmartPLS 3.2.8. The results showed that the level of risk has a significant influence on women's investment decision making. the level of confidence does not have a significant influence on women's investment decision making. Financial literacy has a significant influence on women's investment decision making. and personality traits have a negative influence on women's investment decision making.

**Keywords** : risk perceptions, level of confidence, financial literacy, personality traits, investment decision making.

This thesis already examined and passed on October, 28 2020. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Venny Darlis, SE. M.Rm.	Dr Fajri Adrianto, SE. M.Bus.	Laela Susdiani, SE. M.Com.

Acknowledged,  
Head of Management Department

Hendra Lukito, SE. MM. PhD.  
 NIP. 197106242006041007

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