

ABSTRAK

Emotional Intelligence Dan Bias Perilaku Terhadap Keputusan Trading Saham Generasi Milenial (Studi Kasus Pada Investor Bibit)

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Penelitian ini menganalisis pengaruh *Emotional Intelligence* (EI) dan Bias Perilaku terhadap pengambilan keputusan *trading* saham di kalangan investor milenial. Data dikumpulkan melalui survei online terhadap 100 investor pengguna platform Bibit dan dianalisis menggunakan regresi linier berganda dengan SPSS 26. Hasil penelitian menunjukkan bahwa *Emotional Intelligence* dan Bias Perilaku memiliki pengaruh signifikan terhadap keputusan *trading* saham, dengan koefisien determinasi mencapai 76,5%. Temuan ini menekankan pentingnya faktor psikologis dalam pengambilan keputusan *trading* saham di kalangan milenial. Memahami dan meningkatkan *Emotional Intelligence* serta mengurangi Bias Perilaku dapat membantu meningkatkan kualitas keputusan *trading* saham, sehingga berkontribusi pada kesuksesan finansial jangka panjang. Penelitian ini merekomendasikan edukasi dan pelatihan untuk meningkatkan kesadaran akan *Emotional Intelligence* dan pengelolaan bias perilaku dalam trading saham.

Kata kunci : *Emotional Intelligence*, Bias Perilaku, *Trading* Saham, Platform Bibit.

ABSTRACT

Emotional Intelligence and Behavioral Biases on Millennial Stock Trading Decisions: A Case Study of Bibit Investors

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This study analyzes the influence of Emotional Intelligence (EI) and Behavioral Bias on stock trading decision-making among millennial investors. Data was collected through an online survey of 100 investors using the Bibit platform and analyzed using multiple linear regression with SPSS 26. The results indicate that Emotional Intelligence and Behavioral Bias have a significant impact on stock trading decisions, with a determination coefficient of 76.5%. These findings highlight the importance of psychological factors in trading decision-making among millennials. Understanding and improving Emotional Intelligence and reducing Behavioral Bias can help enhance the quality of stock trading decisions, thereby contributing to long-term financial success. This study recommends education and training to increase awareness of Emotional Intelligence and manage behavioral biases in stock trading.

Keywords: Emotional Intelligence, Behavioral Bias, Stock Trading, Bibit Platform