

ABSTRACT

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FACTORS THAT PROMOTED THE DECISION OF SHARE INVESTMENT IN THE PANDEMIC PERIOD

The pandemic greatly impacts the capital market in Indonesia. During the pandemic, the IHSG continued to fluctuate and tended to decrease every day. Market uncertainty makes investors more careful in investing. The purpose of this study is to determine what factors drive investment decisions in investors. This research is a descriptive study with a quantitative approach, researchers use survey methods with questionnaires as research instruments. The scale used in the questionnaire is a Likert scale with 5 scales. Questionnaires are distributed online. Respondents in this study are investors who have a Customer Fund Account and have conducted transactions on the IDX since December 2010 until now. There are 63 respondents who fit these criteria. The data were then tested for validity and reliability then processed and analyzed using descriptive statistical techniques. The results showed that based on the highest average score, there were three factors that most determine investors in investing. These factors are: 1) capital market knowledge, 2) fluctuations in stock prices, 3 risk perceptions.

Keywords: Composite Stock Price Index (IHSG), Investment Decision, Pandemic Covid-19.