

Behavioural finance review = Bahasan perilaku keuangan

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Abstrak

ABSTRAK

Pada dasarnya behavioural finance didasari oleh teori keuangan konvensional yang memperhatikan tingkah laku para investor dalam membuat keputusan dan menganggap bahwa investor bertingkah rasional. Bertolak belakang dengan teori keuangan konvensional, teori behavioural finance menilai pengaruh dari factor psikologis dan emosi para investor dalam mengambil keputusan, teori ini mengasumsikan bahwa investor tidak rasional, maka investor seringkali membuat keputusan yang bias Bodie, Kane, Marcus. 2014, p.404 .

ABSTRACT

The rationale behind behavioural finance is basically grounded by the conventional financial theory which have overlooked a point that concern about investors rsquo behaviour to make decision and consider that investors are rational. In contrast with the conventional financial theory, the economists found that there are several irrationalities that lead the investors making bias decisions Bodie, Kane, Marcus. 2014, p.404 . In this paper, I explain about five breakthroughs in behavioural finance which I consider have been major contribution.