

ABSTRAK

Nama : Dinda Aulia
Program Studi : Akuntansi
Judul : Pengaruh *Mental Accounting*, *Herding Behavior*, *Regret Aversion Bias*, dan *Financial Literacy* Terhadap Keputusan Investasi Saham pada Generasi Z di Kota Medan

Penelitian ini bertujuan untuk mengetahui apakah *mental accounting*, *herding behavior*, *regret aversion bias*, dan *financial literacy* berpengaruh terhadap keputusan investasi saham pada Generasi Z di Kota Medan. Penelitian ini menggunakan metode survei dengan menyebarkan kuesioner kepada 100 responden yang merupakan Generasi Z yang sudah berinvestasi saham di Kecamatan Medan Baru. Data yang terkumpul kemudian dianalisis menggunakan regresi linier berganda dengan bantuan aplikasi *Statistical Package for the Social Sciences* (SPSS) versi 25. Hasil penelitian ini menunjukkan bahwa *mental accounting*, *herding behavior*, dan *regret aversion bias* berpengaruh signifikan terhadap keputusan investasi saham. Sementara itu, *financial literacy* tidak berpengaruh signifikan.

Kata Kunci: *Mental Accounting*, *Herding Behavior*, *Regret Aversion Bias*, *Financial Literacy*, Keputusan Investasi Saham

ABSTRACT

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Title : *The Influence of Mental Accounting, Herding Behavior, Regret Aversion Bias, and Financial Literacy on Stock Investment Decisions of Generation Z in Medan City*

This study aims to determine whether mental accounting, herding behavior, regret aversion bias, and financial literacy influence stock investment decisions among Generation Z in Medan City. This study used a survey method by distributing questionnaires to 100 respondents who were Generation Z who had invested in stocks in Medan Baru District. The collected data were then analyzed using multiple linear regression with the help of the Statistical Package for the Social Sciences (SPSS) version 25 application. The results of this study indicate that mental accounting, herding behavior, and regret aversion bias have a significant influence on stock investment decisions. Meanwhile, financial literacy has no significant influence.

Keywords: *Mental Accounting, Herding Behavior, Regret Aversion Bias, Financial Literacy, Stock Investment Decisions*