

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Gaya Hidup dan *Personality Traits* Terhadap Keputusan Berinvestasi di Pasar Modal Pada Generasi Z Kota Palembang. Penelitian kuantitatif dilakukan dengan menggunakan data primer serta data sekunder. Data primer pada penelitian ini dihasilkan dari data kuesioner melalui dan data sekunder dihasilkann melalui buku, jurnal yang mendukung penelitian. Populasi pada penelitian ini ialah Generasi Z Kota Palembang yang berinvestasi di Pasar Modal. Kemudian penentuan sampel pada penelitian ini adalah menggunakan teknik *Purposive Sampling*. Jumlah sampel pada penelitian ini sejumlah 100 *respondent*. *Statistical Package fo Social Science* juga dikenal sebagai IBM SPSS 23, diterapkan untuk menguji data. Teknik tersebut meliputi uji validitas serta reliabilitas, uji asumsi klasik seperti uji normalitas, uji multikolinearitas, uji heterokedastisitas, analisis regresi berganda, uji f, uji t, dan uji  $R^2$ .

Karena nilai  $t_{hitung}$  3,443 >  $t_{tabel}$  1,984 serta nilai uji signifikansi 0,000 < 0,05, maka hasil penelitian menunjukkan gaya hidup berpengaruh positif terhadap keputusan berinvestasi di pasar modal. Karena nilai  $t_{hitung}$  5,729 > dari  $t_{tabel}$  1,984 dan nilai signifikansi 0,000 < 0,05, maka hasil penelitian menunjukkan bahwa *personality traits* berpengaruh positif terhadap keputusan berinvestasi di pasar modal.

**Kata Kunci : Gaya Hidup, *Personality Traits* dan Keputusan Berinvestasi di Pasar Modal.**

## **ABSTRACT**

*This research aims to determine the influence of lifestyle and personality traits on investment decisions in the capital market in Generation Z, Palembang City. Quantitative research was carried out using primary data and secondary data. Primary data in this research was generated from questionnaire data and secondary data was generated through books and journals that supported the research. The population in this research is Generation Z from Palembang City who invest in the Capital Market. Then determining the sample in this research used the Purposive Sampling technique. The number of samples in this study was 100 respondents. Statistical Package for Social Science also known as IBM SPSS 23, is applied to test data. These techniques include validity and reliability tests, classic assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, multiple regression analysis, f tests, t tests, and R2 tests.*

*Because the tcount value is  $3.748 > t_{table} 1.984$  and the significance test value is  $0.000 < 0.05$ , the research results show that lifestyle has a positive influence on the decision to invest in the capital market. Because the tcount value is  $7.193 > t_{table} 1.984$  and the significance value is  $0.000 < 0.05$ , the research results show that personality traits have a positive influence on the decision to invest in the capital market.*

***Keywords: Lifestyle, Personality Traits and Investment Decisions in the Capital Market.***