ABSTRACT

This study aims to analyze and compare the level of risk tolerance based on gender differences in the X and Y generations in asset allocation. This research method is a mixed method with a sequential explanatory approach. Data was collected from a population sampling of X and Y generation individuals with a minimum investment funding of Rp. 2,000,000.00 and invest in at least 3 different instruments. This st......... 202 .... 113 .... 89 .... n the closed questio... with 4 women and 4 m.. ata collection techniq.. terviews. The data ob... he interviews were c.. and drawing conclus.. level of risk toleran...

Based .... as found that hypothe.. different test which h.. oth men and women .... e analysis, in generat.. le women are conserv.. while women are co.. X uses risk diversif.. y saving and setting .... rsification of risks an.. nd priority of investm.....

Keywor... investment