

ABSTRACT

The purpose of this study is to investigate the influence of disposition effect, aspects of cognition, interactions between disposition effect and cognitive aspects with accounting information treatment, the influence of individual investor characteristics (gender and personality) on the investment decision making in the stock market. In order to better understand the different levels of risk and levels of confidence in men and women in making investment decisions in the stock market.

The method uses a quasi-experimental study 2x2x2 Randomized Block (RB-222) ANOVA and ANCOVA Within-Subject Design. Block design is formed by the frequencies simulated stock trading using the virtue trade software. The block with the most frequent transactions is block 1 and block 8 is the least in undertaking the transactions. The population of domestic individual investors and quasi experimental subject consists of 120 individual investors, 70 from Jakarta, 33 from Semarang, and 17 from Yogyakarta. The total time for quasi experimental is 45 minutes.

The results of this research shows that there is disposition effect before and after accounting information is given, there is a tendency to release winner shares faster than that of loser ones. The aspects of cognition tend toward the risk taker and overconfidence after accounting information is given. There is interaction among the disposition effect, aspects of cognition (level of risk and level of confidence), and the accounting information, which produce "neuroselling" term. Behavior of individual investors tend to have sensors personality or intuitives to release winner shares faster than loser shares. Behavior of individual investors also tend to have thinker personality or feelers for investment decision making based on aspects of cognition (level of risk and level of confidence). Investor behavior by gender; the level of confidence between men and women investors are differ but similar in terms of risk level.

Keywords: *investor behavior, disposition effect, level of risk, level of confidence, gender, personality, accounting information, quasi experiment, neuroselling*