ABSTRACT

Investment is an activity that must be carried out by every individual to prepare for his future. Investment is very important because it is a manifestation of a commitment to increasing one's assets in the long term. The purpose of this study was to analyze the effect of Self-Esteem on Financial Risk Tolerance. To analyze the influence of Personality on Financial Risk Tolerance. To analyze the effect of Sensation Seeking on Financial Risk Tolerance. To analyze the effect of Financial Risk Tolerance on Investor wealth. To analyze the effect of Self-Esteem on Investor wealth. To analyze the influence of Personality on Investor wealth. To analyze the effect of Sensation Seeking on Investor wealth.

The method in this research is quantitative and qualitative. The method of determining the sample used is purposive sampling. The conclusion in this study is that self-Esteem has a positive effect on Financial Risk Tolerance. Personality has a positive effect on Financial Risk Tolerance Sensation Seeking has a positive effect on Financial Risk Tolerance Financial Risk Tolerance has a positive effect on Investor wealth, Self-Esteem has a positive effect on Kesejahteraan investor Personality has a positive effect on Investor wealth, Sensation Seeking has a positive effect on Investor wealth.

Keywords: *self-Esteem, Personality, Sensation Seeking, Financial Risk Tolerance, Risk Tolerance, Investor wealth.*

SEMARANG
FEB UNDIP