

**GENDER, ETHNICITY, AND RELIGION IN INVESTMENT
BEHAVIOR WHILE TAKING A RISK**

A THESIS

Presented as Partial Fulfillment of the Requirements to
Obtain the Bachelor Degree of Economy (S1) in Management Program
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BEHAVIOR WHILE TAKING A RISK”**

Hereby, declare that I fully knowledge that my writing does not contain others' or part(s) of others' writing, except those that have been cited and mentioned in the references.

Yogyakarta, December 13rd 2013



Yoanna Fransisca Sri Widayanto

This thesis is dedicated to

My Lord Jesus Christ

My Beloved Parents and Sister

My Lovely Onyee

And all of my friends



Isaiah 41:10 – So do not fear, for I am with you;

do not be dismayed, for I am your God.

I will strengthen you and help you;

I will uphold you with my righteous right hand

*Failure is the twin brother of success,
which you might to meet more frequently*

before brother success comes to see you – Mario Teguh

*People want to be succeed, but
not everyone is willing to change.*

*If our current ways have not caused any significant changes
in the quality of our lives, then
it is wise to consider renewing ourselves.*

The ease of life comes to the sincere souls – Mario Teguh

The best response to an insult

is smile, humility, and a prayer

for the goodness of the offender – Mario Teguh

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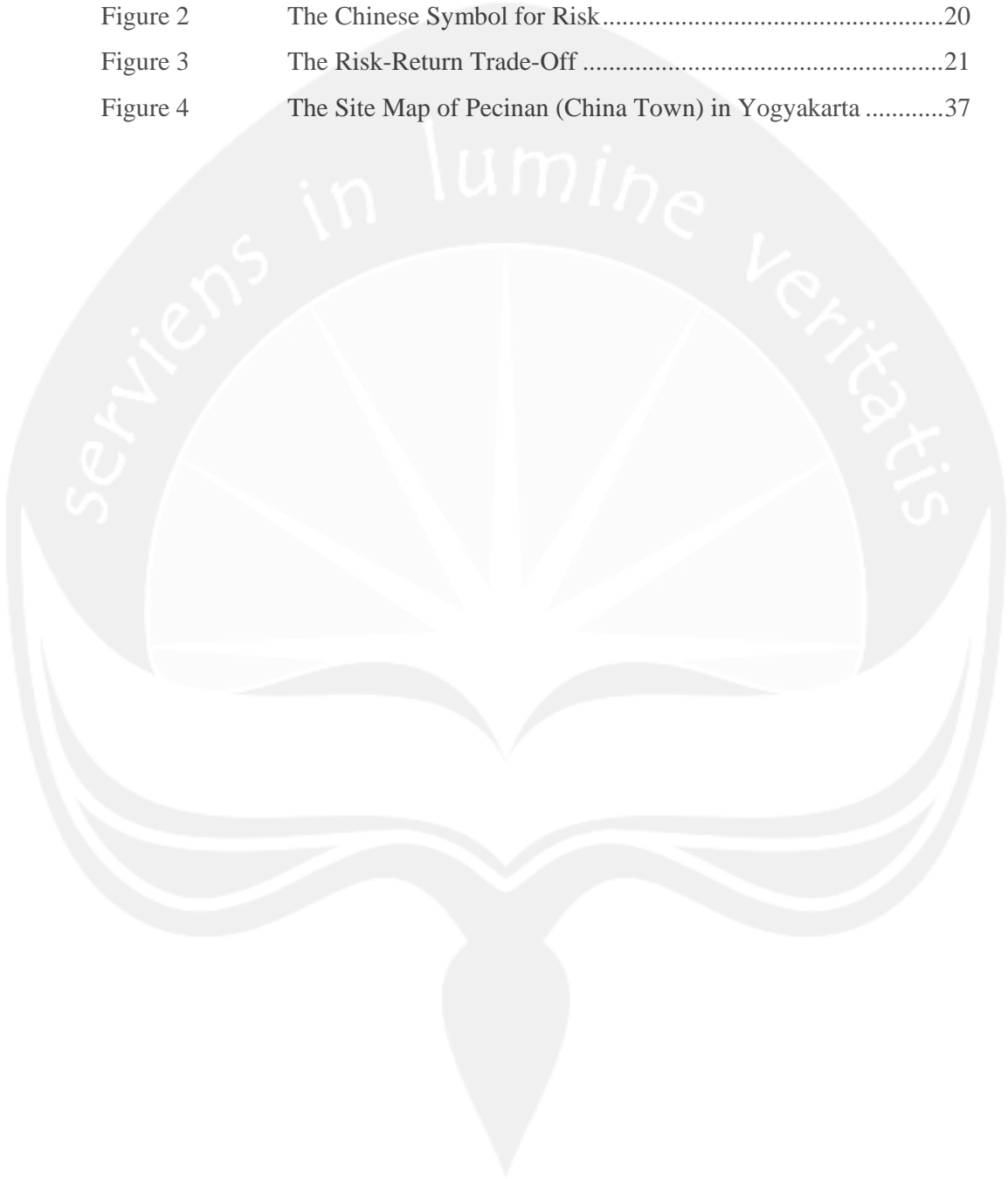
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GENDER, ETHNICITY, AND RELIGION IN INVESTMENT BEHAVIOR WHILE TAKING A RISK

Abstract

Purpose – This research aims to examine whether gender, ethnicity, and religion influence behavior in risk taking level and confidence level and to prove whether men are more risk taking and confidence than women or not.

Research Design – This study replicated a previous study by Mohamed Albaity and Mahfuzur Rahman (2012) who investigated a research paper of “Gender, Ethnicity, and Religion and Investment Decision: Malaysia Evidence” in two public universities in Malaysia. The questionnaires were distributed to eight Universities’ Pojok Bursa in Yogyakarta. Data analysis was used Chi-Square Test and Independent Sample t-test.

Findings – This research found that gender influence respondents’ risk taking level and confidence level. Meanwhile, ethnicity and religion do not influence respondents’ risk taking level and confidence level. This research also found that men are more risk taking and confidence compared to women.

Research Limitation – The number of the sample is not as many as the researcher expected. Other limitation is the researcher did not put other demographic factors, such as age, education, and the monthly cash of the respondents.

Keywords Gender, Ethnicity, Religion, Risk Taking and Confidence Level, Investment