

## ABSTRAK

Penelitian bertujuan untuk menganalisis pengaruh *attitude toward behavior*, *subjective norm*, *perceived behavioral control* terhadap *stock investment intention* dan pengaruh *subjective norm* terhadap *attitude toward behavior*. Metode penelitian yang digunakan adalah kuantitatif dengan non eksperimental sampling. Populasi penelitian adalah karyawan yang bekerja di wilayah Jakarta dengan masa kerja lebih dari satu tahun. Software yang digunakan untuk analisis data adalah SmartPLS 4. Hasil penelitian membuktikan bahwa *attitude toward behavior* dan *perceived behavioral control* berpengaruh terhadap *stock investment intention*. Sedangkan *subjective norm* tidak berpengaruh terhadap *stock investment intention*. Selain itu, hasil juga menunjukkan bahwa *subjective norm* berpengaruh terhadap *attitude toward behavior*. Implikasi penelitian dapat digunakan sebagai penambah kajian literatur di bidang ekonomi dan sebagai pengetahuan karyawan di Indonesia dalam berinvestasi di pasar saham.

Kata kunci : *Attitude Toward Behavior*, *Pasar Saham*, *Perceived Behavioral Control*, *Stock Investment Intention*, *Subjective Norm*

## ABSTRACT

The research aimed to analyze the effect of attitude toward behavior, subjective norm, perceived behavioral control on stock investment intention and the effect of subjective norm on attitude toward behavior. The method of research used is quantitative with non-experimental sampling. Population research is employees who work in the Jakarta area with more than one year of service. The results of the study proved that attitude toward behavior and perceived behavioral control have an effect on stock investment intention. Meanwhile, subjective norm has no effect on stock investment intention. In addition, the results also show that subjective norm affects attitude toward behavior. The implications of the research can be used as an addition to literature studies in the field of economics and as knowledge of employees in Indonesia in investing in the stock market.

Keywords: *Attitude Toward Behavior*, *Perceived Behavioral Control*, *Stock Market*, *tock Investment Intention*, *Subjective Norm*