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Emotional Intelligence among Investor Stock Trading

Kecerdasan Emosi pada Investor dalam bertransaksi Saham

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Abstract

The purposes of this research are to know and to analyze emotional intelligence among investor in stock trading. Individual investor is a person who invests his capital into effect form that is stock in the bursary effect by buying or selling-back that stock. All of the risks and benefits in stock trading will be taken by an individual investor. Emotional intelligence that is intended is a set of skill, competence, and non cognitive qualification that influence the personal skill to weather claim and pressure ambient. Emotional intelligence was devided as follow intrapersonal, interpersonal, adaptation, stress and mood control. This research has been done with intrinsic case study. To determine the subject using combination technique between purposive and accidental so that selected three subjects, that have been determined by informed consent and suitability of the characteristic of subject. Experience and information of subject have been explorated using depth interview as the primary data collection. The techniques of data analysis that have been used in this research were tematic analysis. Field note was also used. The result of research showed that there are three domains that arose to the individual investor that are intrapersonal, control stress area and mood area. Emotions at the time make stock investors when the stock price analysis. Domain which does not appear fully on the subject of research changed the theme interpersonal to be communication interpersonal and adaptability become problem focused coping.

Keyword : emotional, intelligence, individual, investor,

Daftar Pustaka :

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