

# **AMBIGUITY AND INCONSISTENT OF INVESTOR BUYING BEHAVIOR**

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## **Abstrak**

This study aims to examine the Effect of Investor's "baper" Behavior on Purchasing Behavior in Indonesia. This study uses a quantitative approach with respondents who have the nature of "baper" and never invested in shares of BEI. The data source used is primary data by spreading the questionnaire. Respondents in this study amounted to 200 people. This research uses Partial Least Square model through smartpls 3 software for testing inner model and outer model. The results of this study show that the investors "baper" who get a share gain positive emotion and have a significant positive impact on customer (investor) satisfaction, Preference over competition and word of mouth. While investors "baper" who suffered losses of shares experienced negative emotion mediated by regret and disappointment. Negative emotion has a significant negative effect on customer satisfaction, behavioral loyalty, attitudinal loyalty, preference over competition and word of mouth. Then, negative emotion has a significant positive effect on complaining.

Keywords: Emotions, Customer attitudes, individual investors, Customer behavior