

Pengaruh framing dan jabatan mengenai informasi investasi pada keputusan individu-kelompok: suatu eksperimen semu

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Abstrak

Considerable research has found that group decision are either more or less risky as compared to previous decision made by individual group members. This study proposes and tests two conditions that may influence whether individual-group decisions become more or less risky: (1) the framing of decision alternatives, and (2) the level of occupation (responsibility) for a prior related decision. This quasi experiment uses 120 students as participant. The results suggest that both level framing and occupation affect the decision making of individual and group. If information stated in negative-framing level will affect group decision more risk as compared to individual decision, while positive-framing will affect group decision less risky as compared to individual decision. The impact of level of occupation on individual-group decision stated: (1) if both group and individual have occupation will affect group decision more risky as compared to individual decision, and (2) if both group and individual no occupation, the result not consistent with hypothesis that stated group decision less risky as compared to individual decision.