Effect Information Sources on Frequency Trading with Personality Type as a Moderating Variable

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Abstract: This study using the Big Five Personality as a measurement of personality types and surveyed 134 investor members KSPM Forum Semarang. Researchers used the analysis of structural equation models with 3.0 Warp PLS to evaluate the relationship between variables and moderating influence on the personality of the investor with the resources and trading frequency. Results of the study confirmed previous findings that the source of information that investors use as the basis for the analysis of financial have a significant effect on their frequency trading. Financial advice significant positive effect on the trading frequency, word-of-mouth communication significant positive effect on the frequency of trading, while the specialized press significant negative effect on the trading frequency. Researchers also found that investor personality moderate the relationship between resources with frequency trading.

1 INTRODUCTION

Limitations of the society in terms of knowledge of capital markets remains one of the main constraints delayed the step of development of capital markets this country compared with other countries where people are familiar with the world of capital markets (Taslim and Wijayanto, 2016), This is also due to the limited information that can be collected by the investor. Investors have plenty of investment options to increase profits on funds invested. One option that can be done is by investing in the stock market (Purwaningsih and Khoiruddin, 2016). Capital market investment products that can be selected is stock. Stock investors are owners of the issued shares of a company, which also has ownership rights over these companies, so investors are entitled to all information relating to the development of the company (Khoiruddin and Faizati, 2014). Local investors are dominated by retail investors in distribute their funds require information from various sources to assess the risks involved in the investment and also to estimate the return to be derived from such investment (Pardosi and Wijayanto, 2015).

Efficient market hypothesis is still being debated in financial sector, there are pros and cons among finance practitioners and academics about the efficient market hypothesis. An efficient market is a market where the price of all securities traded already reflect all available information (Cahyaningdyah and Witiastuti, 2010). With the information obtained, the investor can determine when positional sell, buy or hold the stock. Before deciding to buy or sell shares, investors will gather information in various studies on models of rational investment behavior shows that more information obtained by investors will lead them to increase their trading frequency (Grossman and Stiglitz, 1980; Karpoof, 1986; Holthausen and Verrecchia, 1990; Barlevy and Veronesi, 1999; Peress, 2004; Guiso and Jappelli 2006; Abreu and Mendes, 2012; Tauni et al., 2015, 2017, Tauni, Fang and Iqbal, 2017, 2016). The above model explain that the more signals investors receive information or perceive those signals more precisely will create costs in collecting such information. The cost of obtaining the information will be compensated by investors to invest in riskier assets with higher expected profits. Investments in risky assets together with the collection of further information cause investors will often make adjustments to the portfolio resulting into high frequency trading (Peress, 2004).

Financial advice from professionals has a positive impact in trade, as it allows investors to analyze their own capabilities and it leads to a more rational trading decisions (Fischer and Gerhardt, 2007). Considering the influence of financial advice on the composition

91

of the portfolio, Mullainathan, Noeth and Schoar (2012) showed that financial advice has a positive correlation with equity exposure. These findings reaffirmed by Claire Zhang (2014) which also showed that investors receive financial advice has a greater level of equity.

On the other hand, Kramer (2012) found that retail investors to invest more in fixed income assets and the remainder in equity when they are looking for financial advice. Karabulut (2013) found that individuals who are financially poor ability tend to have a financial advisor. This finding contrasts with Bhattacharya et al. (2012) which found that investors have good financial capability has positive expectations on financial advice and so they choose to consult with a financial advisor.

Abreu and Mendes (2012) found that investors often do trades when they get financial advice from professionals or using specialized press highly credible sources to obtain information and conduct a comprehensive analysis. This was confrimed in Tauni, Fang and Iqbal (2016) and Tauni et al. (2017) which concluded that there is a positive relationship between the collection of information and trading frequency.

Tauni, Fang and Iqbal (2016) found that the source of information used by investors as a basis of their financial decisions, have a significant impact on the frequency of trading. The study found that financial advice has a significant positive impact on the trading frequency, while the word-of-mouth communication has a negative impact on the trading frequency.

Tauni, Fang and Iqbal (2017) confirmed that financial advice from a professional can increase the frequency of trading, while the word-of-mouth communication rarely cause more investors to adjust their portfolios. Tauni et al. (2017) have the results were consistent with previous studies in which inveestor receiving financial advice will further increase the frequency of trading. While investors will be less likely to trade when they get the information from mouth to mouth. They also found that a specialized press that investors use to gather information for its own account has a positive impact on the intensity of trading.

In addition to the investment decision is influenced by the source of the information obtained, the personality of investors in investing will influence investment decisions such as stock selection and trading decisions. Personality factors as personal character in financial management. Including on how the behavior of people using the entire income. Often allocated through spending and based on their behavior which is reflected in the lifestyle, environmental influences and encouragement to him (Subiaktono, 2013). Behavioral finance theory shows how market participants behave in actual fact, that in accordance with the descriptive model of decision-making used in psychology. Descriptive models show how investors are difficult to process all the information market, investors trade decisions may also be influenced by psychological factors. Variables affecting the interaction of psychology in the collection of information has been widely discussed in various fields of science, but in the concept of financial decision making, variable investor psychology is still very rarely discussed. In the behavioral finance literature, there were some studies also provide evidence of how the investor personality type can affect the behavior and performance of trade in the financial sector (Fenton-O'Creevy et al, 2004; Hunter and Kemp, 2004; Durand, Newby and Sanghani, 2008; Durand, Newby, Peggs, et al., 2013; Durand, Newby, Tant, et al, 2013; Tauni et al., 2015 , 2017, Tauni, Fang and Iqbal, 2016, 2017).

2 LITERATURE REVIEW

2.1 Sources of Information and Trading Frequency

Financial behavior was impoertant in making investment decisions. Decision making is a process of selecting the best alternative from a number of alternatives available under the influence of a complex situation. Financial advice by Abreu and Mendes (2012) and Durand, Newby and Sanghani, (2008) is the source of information from the professionals. Investors get this information from bank managers, financial advisors, and brokers. Financial advice can affect investor frequency trading into two opposite directions, where professional financial advisors tend to be affected by behavioral biases, they can restrict their clients trade (Shapira and Venezia, 2001). On the other hand, financial advisors have an incentive to get a high trading commissions can encourage them to improve their clients' trading (Haigh and List, 2005). It has been argued that the quality of resources has a positive impact on trade. that the resources derived from the professional lead investors to adjust their portfolios more often (Epstein and Schneider, 2008).

Karabulut (2013) found that individuals who are financially less ability tend to have a financial advisor. This finding contrasts with Bhattacharya et al (2012) which found that investors have good

financial capability has positive expectations on financial advice and so they choose to consult with a financial advisor.

H1: Financial advice positive effect on frequency trading.

According to Tauni, Fang and Iqbal (2017) the word-of-mouth communication is where investors hold on social interactions to exchange information about the capital markets. Word-of-mouth communication is a source of information that investors get through friends and family, peers and colleagues as well as other social interactions. Individual investors who have a deficiency in evaluating investment decisions will save their time to invest with relying the source of the information coming from word-of-mouth communication (Ivkovic and Weisbenner, 2007). This is in line with research Van Rooij, Lusardi and Alessie (2011) which also shows that ordinary investors take referrals from public sources such as family, peers or colleagues rather than seeking advice from a professional.

Hong, Kubik and Stein (2004) believes that individual investors think the stock market is more attractive when their peers to participate in trading activity, this suggests that social interactions may affect the majority of participants stock market Changwony, Campbell and Tabner (2014) establishes that the active involvement of a person in a social group positively effect on participation in the stock market. Feng and Seasholes (2004) believes that individual investors make a similar decision for the general reaction of the public information rather than from the effects of word-of-mouth communication.

H2: word-of-mouth communication positively effect on frequency trading.

Specialized press are sources of information that investors get through the financial reports, financial newspapers, futures exchange bulletin of quotation and other specialized media used by investors to collect information to help analyze their portfolio (Tauni, Fang and Iqbal, 2016, 2017; Tauni et al., 2017),

Abreu and Mendes (2012) shows that non-overconfident investors trade more frequently when they get financial advice or using specialized press as opposed to when they gather information and others interpersonal sources. This is in contrast with the results of research Argentesi, Lutkepohl and Motta (2010) which showed that sales of financial newspaper has no relationship with the quantity of trading on the stock exchange of Italy. They argue that the more information gathered by the investors do not always encourage them to do more trade because it can also dictate that trade is a bad idea.

Tauni, Fang and Iqbal (2016) found that investors with a more open mindset rarely make trades when they obtain information from specialized press. These findings are not consistent with Finley and Finley (1996) and Kasperson (1987) which shows that the high interest in the investors are open in various experience may lead them to consult on specialized press, and increasingly varied and innovative collection of information from specialized press can give them the opportunity to seek alternative solutions.

H3: specialized press negatively affects frequency trading.

2.2 Personality Types in Information Search Strategy and Trading Frequency

In investment decision making is influenced by the source of the information that investors obtained, the personality of investors in investing will influence investment decisions such as stock selection and trading decisions. Each investor has a different personality types in making investment decisions.

Investor personality types that we used base on the framework of the model Big Five (Big Five Model) that the adaptation of the NEO-five factor theory inventorty (Costa and McCrae, 1989) namely openness, conscientiousness, extraversion, neuroticism, agreeableness. Where openness identify with characteristics like personality with new, creative and high curiosity. Conscientiousness identify personality characteristics careful, very cautious, and do the planning. Extraversion personality identifies with the characteristics of a vigorous, optimistic and brave face uncertainty. Neuroticism emotional instability identifying individuals who are likely to experience negative feelings such as anxiety and nervous. Agreeableness identify personality characteristics friendly, prioritize the interests of others above personal interests, and tend to avoid debate.

Using the framework of personality Big Five, Durand, Newby and Sanghani (2008) showed that investor personality traits affect the main source of information to make investment decisions. They found a positive relationship between openness and neuroticism with financial advice. The relationship of

these properties to the financial advice is consistent that neuroticism and open minded investors tend to receive financial advice from professionals. They also found a positive association of conscientiousness with the use of financial publications such as the financial report as a primary source of information. This study may be consistent with the explanation that investors with conscientiousness will work more active to collect information that is relatively accurate and is relevant (Costa and McCrae, 1992), Then, Durand, Newby and Sanghani (2008) also found that the preference characteristics of extraversion has a positive association with the use of television as a source of information, while a negative relationship with propensity to take risks. Karabulut (2013) also shows that investors are overconfident looking for a little more information from financial advisors. It is also in accordance with the Guiso and Jappelli (2006) stated that overconfident investors tend to rely less on information they obtain from a financial advisor. Therefore, they collect information directly.

3 METHOD

This research used quantitative method. According to Sugiyono (2013) quantitative research method can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample, and the sampling technique is generally done at random, data collection using research instruments with the analysis of quantitative data in order to test the hypothesis that has set.

The research design used in this research is the study of design causality. Data used in this study are primary data. Primary data is data collected for the place of actual occurrence of the event (the source). Methods of collecting data in this research is by using questionnaires. Data collected online through google docs. This method uses a questionnaire that had been developed in a structured, where a number of written questions submitted to the respondents to respond in accordance with the conditions experienced by the respondent. Questions relating to the demographic data of respondents, the level of risk taking.

The population in this study is a member of the Capital Markets Study Group Forum Semarang consisting of 10 Capital Markets Study Group (KSPM) from various universities in Semarang that active as stock investors and investing in Indonesia Stock Exchange.

Table 1. Capital Markets Study Group in Semarang

Name	University
UNSSAF	Universitas Negeri Semarang
KSPM Diponegoro	Universitas Diponegoro
KSPM Udinus	Universitas Dian Nuswantoro
SESC Unwahas	Universitas Wahid Hasyim
KSPM Unisbank	Universitas Stikubank
FE KSPM Unissula	Universitas Islam Sultan Agung
KSPM Walisongo	Universitas Islam Negeri Walisongo
CMC POLINES	Politeknik Negeri Semarang
KSI Unika	Universitas Katolik Soegijapranata
KSPM MM Undip	Pasca Sarjana Universitas Diponegoro

Figure 1. Research model
Source: Tauni, Fang and Iqbal (2016)

Source: IDX Semarang (2017)

In this study, we used a sample investors member of the Capital Markets Study Group in Semarang and members of the Forum KSPM Semarang with minimum one year investment experience, as well as at least 18 years old.

The number of samples taken in this study is based on a formula developed by Slovin (Sevilla, 2007), The formula Slovin used in this study to determine the size of the sample.

$$n = \frac{N}{N(d)^2 + 1}$$

Where   n = sample size
          N = the number of population
          d = level of significance

The population included in this study amounted to 10 Capital Markets Study Group incorporated in Semarang with a total of 20 people in each KSPM, so the total is 200 people. The significance level is set at 0.05, then the sample size in this study are:

$$n = \frac{N}{N(d)^2 + 1}$$
$$n = \frac{200}{200(0,05)^2 + 1}$$
$$\approx n = 133.333 \text{ rounded to } 134$$

The number of samples in this study were 134 members belonging to capital markets study group on Semarang.

Three independent variables in this study are information in the capital market that is in use by investors in financial decision making. previous research (Durand, Newby and Sanghani, 2008; Abreu and Mendes, 2012; Tauni, Fang and Iqbal, 2016; Tauni et al., 2017) defines three categories of resources in the capital market. First, the financial advice that is the source of information that investors get from a professional such as a bank manager, financial advisor, broker. Second, word-of-mouth communication is the source of information that investors get through friends and family, peers and colleagues as well as other private sources. Third, specialized press are sources of information that

investors get through the financial reports, the financial newspapers, and other specialized press that is used by investors to gather information. Questions used to measure the frequency of the use of resources adapted from research Tauni, Fang and Iqbal (2016, 2017), Tauni et al. (2017) and Durand, Newby and Sanghani (2008) which reads "How often did you get the information from (resources) on investments in the stock market?". Answer is measured with a 5-point Likert scale (1 = "never", 2 = "rarely", 3 = "sometimes", 4 = "often", 5 = "always").

The dependent variable in this study is the trading frequency is measured by the question "how often do you buy and sell shares in the stock market?" The adaptation of research (Abreu and Mendes, 2012; Tauni, Fang and Iqbal, 2016, 2017; Tauni et al., 2017) Answer is measured with a 5-point Likert scale (1 = "one per month / sometimes", 2 = "2-3 times per month", 3 = "once per week", 4 = "2-3 times per week", 5 = "every day / often").

Big Five personality framework used to measure the dimensions of the personality of capital market investors. five moderating variable in this study is the investor personality types based on the framework of the model Big Five (Big Five Model) that the adaptation of the Big Five, namely openness, conscientiousness, extraversion, neuroticism, agreeableness. based on research Barrick and Mount (1991) scale of the Big Five is generally seen as the most acceptable framework for applying research. Meanwhile, according to Lippa (1991) model of the Big Five is independent of gender, which means this model can be applied both in men and women. And based on research Roberts and Robins (1973) consistently shows a model of stability and robustness on a variety of different languages and cultures to predict the far-reaching results. Investors personality type was measured using the NEO-five factor inventorty (Costa and McCrae, 1989) which is a shortened version of NEO personality investory of the Big Five models (Costa and McCrae, 1992), Each personality type is measured using a Likert scale (1 = "Strongly disagree", 2 = "Disagree", 3 = "Neutral", 4 = "Agree", 5 = "Strongly Agree").

Based on previous researchs (Holthausen and Verrecchia, 1990; Peress, 2004; Dorn and Huberman, 2005; Abreu and Mendes, 2012; Tauni, Fang and Iqbal, 2016, 2017; Tauni et al, 2017), The researchers control the level of courage investors bear the risk that may directly affect investor frequency trading. The level of courage to risk is measured using the question "How would you rate yourself on a scale of 1-5 with investments in the stock market?". Answer is measured with a 5-point Likert scale (1 = "very

willing to take risks", 2 = "willing take risks", 3 = "Neutral", 4 = "Avoiding risks", 5 = "Very avoiding the risks").

Control variables in this study using demographic factor, which is a description of these factors demographic data such as gender, age, education level, investment experience, and investor income. Where demographic variables measured as follows. Gender is measured by a binary variable where male = 0 and female = 1. Age is measured in years using two categories (1 = "≤ 20 years", 2 "> 20 years"). The level of education is measured by the four categories (1 = "below high school", 2 = "high school", 3 = "bachelor's degree", 4 = "master's degree or more"). Investment experience in measurement with five categories (1 = "less than 2 years", 2 =: 2-5 years ", 3 =" 5-8 years ", 4 =" 8-10 years ", 5 =" more than 10 year"). Revenue per month is measured using the rupiah with 4-level categories (1 = "less than 5 million rupiah", 2 = "5-10 million rupiah", 3 = "10-15 million rupiah". 4 = "more than 15 million rupiah").

4 RESULTS AND DISCUSSION

4.1 Variables Descriptive Analysis Research

Descriptive analysis is conducted to describe the respondents' perceptions of questions relating to the variables used. In this study, the data processing of the raw data that have been collected are stored and processed using index numbers. In the descriptive analysis researcher displays the frequency distribution table of five personality variables, namely openness, conscientiousness, extraversion, Neuroticism, Agreeableness. Here is the conclusion of the results of the descriptive analysis of the Big Five Personality in Semarang KSPM Forum members can be seen in Table 2 as follows

Table 2 Distribution Index Value Big Five Personality

Indicator	Index Values	Criteria
Openness	75.70%	High
Conscientiousness	75.41%	High
Extraversion	70.52%	High
neuroticism	69.49%	moderate
Agreeableness	65.37%	moderate
Average	71.30%	High

Sources: Primary data is processed year (2017)

Based on Table 2, the Big Five Personality on Capital markets study group in Semarang the indicators are generally of 71.30% is high criteria. Of the five indicators provides information that each indicator has a different criteria with presentation details that openness is 75.70% high criteria, conscientiousness amounted to 75.41% High criteria, extraversion amounted to 70.52%, high criteria, neuroticism by 69 , 49% are moderate, agreeableness amounted to 65.73% are moderate.

4.1.1 Structural Equation Model (SEM)

Analysis of the data used in this study using the approach of Structural Equation Model (SEM) with 3.0 SmartPLS program. which consists of two phases: analysis of outer models and inner models.

4.1.2 Analysis of Measurement Model (Outer Model)

Convergent validity of the measurement model can be seen from the correlation between the scores of indicators with a construct score (loading factor) criteria value of each indicator loading factor greater than 0.70 can be said to be valid. Furthermore, for the p-value <0.50 was considered significant. Sholihin and Ratmono (2013) explains that in some cases, terms of loading above 0.70 are often not met, especially for a newly developed questionnaire. Therefore, the loading factor between 0.40 to 0.70 should still be considered to be retained. Subsequently explained also that the indicator by loading <0.40 should be removed from the model. The test results showed that the value of the loading indicator O3 (-0.329), C3 (0.032) and N3 (-0.036) are not acceptable. Therefore on these three indicators were eliminated so the research model meet convergent validity.

Discriminant validity assessed by (1) cross-loading measurements to construct. with a view loading latent constructs that will predict the indicator or dimension better than other constructs. If the correlation with the basic constructs of measurement (for each indicator) is larger than the size of the other constructs discriminant validity are met. (2) To analyze the discriminant validity the criteria used are the square roots (square roots) average variance extracted (AVE), the diagonal column followed by a parenthesis should be higher than the correlation between latent variables in the same column. Based on the test results show that the overall indicator meets the criteria of discriminant validity. It can be concluded that the overall indicator meets the criteria of convergent validity.

Reliability test results seen with Composite reliablity value of each variable used in the study above 0.70, which means reliable. Reliablity composite value of each variable used in the study above 0.70, which means reliable, thus it can be said that the variable Openness (0.716), Extraversion (0.785), Neuroticism (.834) and Agreeableness (0.713) were used in this study is reliable. While the variable test hail Conscientiousness (0.639) still can be considered as close to 0.70.

4.1.3 Evaluation of Structural Model (Inner Model)

Structural evaluation (inner models) which includes test model fit (model fit) path coefficient, and R^2.

Table 3, Fit Model P Indices and Values

Model	Index	p-value	Criteria	Information
APC	0.133	<0.001	P <0.05	accepted
ARS	0.224	P = 0.007	P <0.05	accepted
AVIF	1,215	Nice if ≤ 5		accepted

Source: WarpPLS output (2017)

Figure 1 shows that financial advice has a positive effect (b = 0.180; p <0.05) against frequency trading. This finding is consistent with the argument that investors will be trading more often when they obtain information from a reliable source, when compared when they obtain information from sources that lack in trust, such as information gathered from public sources without analyzing the stock market (Fischer and Gerhardt, 2007; Epstein and Schneider, 2008; Abreu and Mendes, 2012), The results of this study are consistent with the view that financial advisors increase the frequency of trading of individual investors for advisory commissions are greater when the higher frequency of their clients' trading (Shapira and Venezia, 2001; Fischer and Gerhardt, 2007; Karabulut, 2013).

Word-of-mouth communication has a positive effect (b = 0.120; p <0.1) against frequency trading. The findings about the relationship of word-of-mouth communication with trading frequency in this study quite compatible with the argument of Hong, Kubik and Stein (2004) which states that social interaction can increase participation in the capital market among individual investors. This shows that investors with high social interaction can increase the frequency of individual investors trading.

Specialized press has a negative effect (b = -0.19; p <0.05) against frequency trading. Research

Argentesi, Lutkepohl and Motta (2010) showed that the sale of the financial newspaper has nothing to do with the quantity of trading in the stock market of Italy. They argue that more financial information collected by investors do not always lead them to trade more frequently because it could have information indicates that trading is a bad idea.

This finding is also in line with Abreu and Mendes (2012), Tauni, Fang and Iqbal (2016), Tauni et al (2017) which states that the more information obtained by the investor comes from a specialized press such as financial statements, financial magazines, etc., will reduce the frequency of their trade.
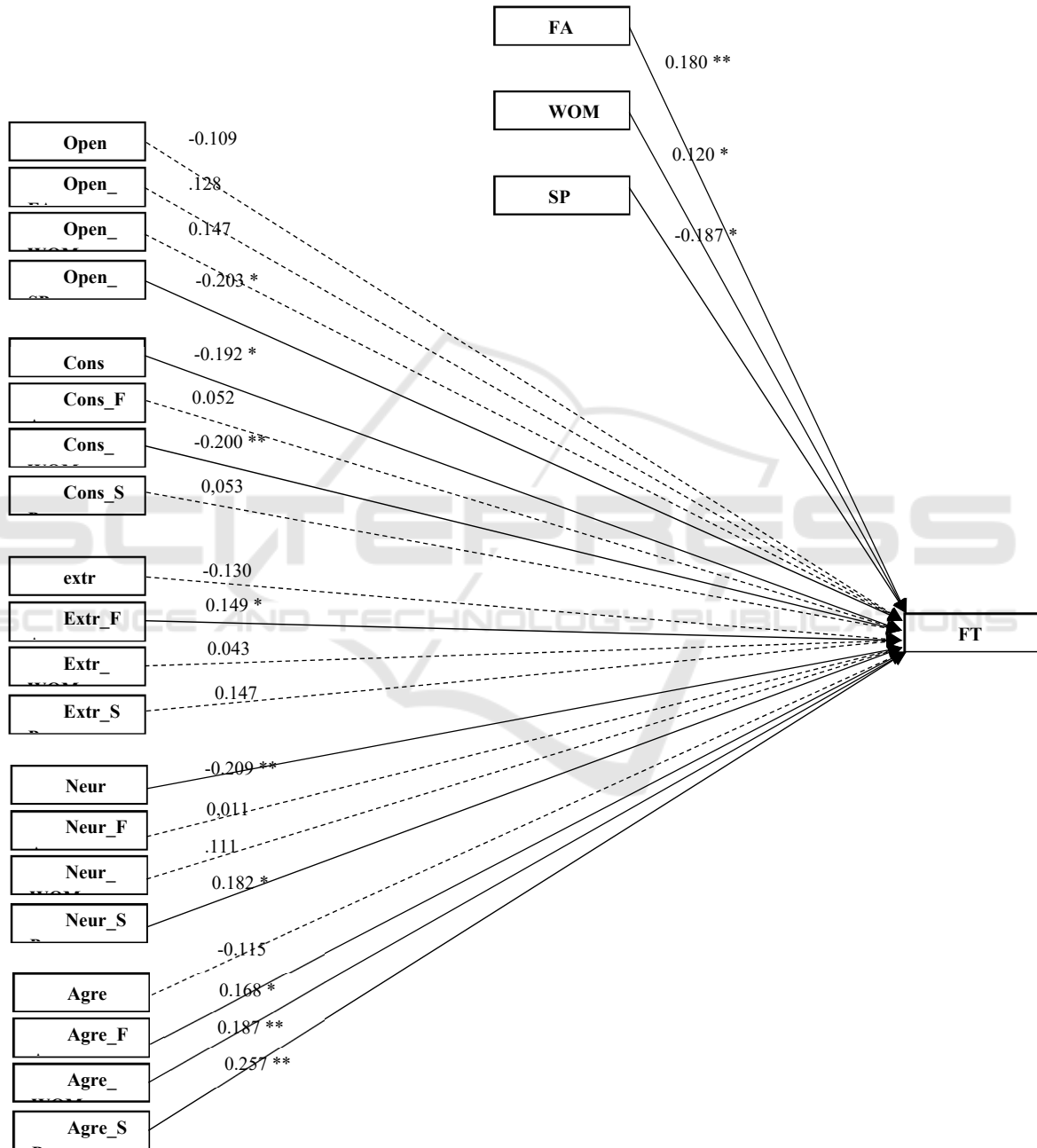

Figure 1, Structural Equation Model

Figure 1 shows that the open-minded investors rarely adjust their portfolios when they obtain

information from specialized press. The explanation of this finding is that open-minded people (openness)

will be more innovative when seeking information. They seek information from various sources outside their habits because of the high interest in a wide range of experience (Kasperson, 1978; Finley and Finley, 1996), The more varied and innovative collection of information from sources outside the box might give them an opportunity actively seeking new solutions to their problems (Tauni et al., 2017),

Conscientiousness reducing the positive relationship collecting information on the trading frequency of word-of-mouth communication. The theoretical explanation of this finding is that individuals with conscientious personality types are more confident or more confident in his own ability (Behling, 1998) they trust the information they gather themselves rather than trusting input from others (Wanberg and Kammeyer-Mueller, 2000), They have a high ability to control themselves and prefer to settle things in his own way (Flynn and Smith, 2007; Donnelly, Iyer and Howell, 2012), Investors with a high persistence had a strong desire to work for the sake of their success and invest time and effort to gather relevant information (Heinström, 2003), Therefore we can conclude they are less trusting information from others so that word-of-mouth communication is a negative impact on their frequency trading.

Extravert investors choose to trade more often when they get the information from advisors. This finding is consistent with the expectation that the extravert investors tend to go out and socialize, they prefer to consider the advice of others as a source of information (Costa and McCrae, 1992), Moreover, individuals with high levels of extraverts who may be less independent in their work, they prefer to learn and act upon suggestions or recommendations made by professionals such as financial advisors (Heinström, 2003), To that end, more extraversion investors often make trades when they collect information from financial advisors.

Neuroticism moderate positive effect on the relationship between the use of specialized press as an information source with a frequency trading. That neurotic investors to trade more intensively when they are more often obtain information from specialized press. Individuals with high levels of neuroticism often feel negative emotions such as anxiety, depression, stress and fear (Costa and McCrae, 1992),

Nervous investors may feel uncomfortable because of their high level of sensitivity to external stimuli related to the advice of others as well as volatile capital market conditions in which they will feel anxious and afraid of not knowing when they

decide to make a trade. Collecting information through the financial statements may help them. Where the financial reports, magazines, newspapers, or financial news is a reliable source that can help investors to feel comfortable and reduce feelings of anxiety. Therefore, investors with a high level of neuroticism has a high-frequency trading when they gather information on specialized press.

The latter study found that agreeableness positively moderate with all the sources of information used by investors against their frequency trading. This shows that investors with a high level of agreeableness to trade more often when they gather information from others, either from a professional or from a friend, et al. Agreeable individuals are individuals who cooperate and strive to maintain harmony relationships with others

(Costa and McCrae, 1992), This attitude has the same impact on collection of information, which they adjust, attitude, trust others to give opinions (Heinström, 2010), To maintain relationships with friends, friend, or colleague, individuals with high levels of agreeableness are rarely doubt and blame the recommendation of those closest to them (Eisen, Winograd and Qin, 2002), Therefore, investors will be more frequent agreeable trade when obtaining information from others. Additionally, agreeable investors also increased the frequency of their trade when they collect the information from the financial press and match with the recommendations of professionals and others. They also sometimes inexperienced in evaluating investments, and hence after gather information they follow their friends to trade (Ivkovic and Weisbenner, 2007),

5 CONCLUSION

Based on the examination and discussion that has been presented, it can be concluded that financial advice has positive influence on frequency trading. Word-of-mouth communication is a positive influence on frequency trading. specialized press negatively affect the frequency trading member Capital Markets Study Forum Semarang. Researchers also found that type of personality moderate the relationship between resources and trading frequency on the members of the Forum Capital Markets Study Group Semarang. Where, increase the frequency of trading financial advice to investors with conscientious and agreeableness personality type. Word-of-mouth communication to increase the frequency of trading on the investor personality type agreeableness, and reduce the intensity of trading on

investor conscientiousness. While the, specialized press increase the frequency of trading on the investor with neuroticism and agreeableness personality types, as well as lowering the intensity of trading on investor openness. For researchers who will conduct further research on the same topic with this research, can use this study as a reference during the research process. Suggestions for further research is to better understand the concept big five personality type indicator, and also further researchers can add variables such as the return on investment in a portfolio investor, change their investment products such as mutual funds, bonds, etc. Subsequent research has also suggested in order to expand the study population.

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