ABSTRACT

The wealth management business of premium customer funds has tremendous potential, supported by the tax amnesty program that has entered the banking system, and Indonesia's investment rating has increased to investment worthy. This study aims to analyze the factors that influence the Risk Attitude in banking wealth manager in the city of Semarang, namely Overconfidence, Experience and Risk Perception variables as intervening variables.

The sample of this study amounted to 70 respondents and then given a questionnaire to be answered via google form but the data returned and can be analyzed as many as 63 respondents. Determination of the sample is carried out by calculations developed by (Hair et al, 1998). That is, the number of samples taken from the population is determined at 5-10 times the number of indicators. This study contains 14 indicators, so the number of indicators is 14 x 5 = 70 respondents.

In this study, the respondents were wealth manager in the city of Semarang, amounting to 63 respondents. The tool used to analyze the data is Smart PLS 3.3 with Structural Equation Modeling (SEM) method.

The results of the study proved that the five hypotheses proposed in this study were acceptable. The factors that have a significantly positive effect on Risk Attitude are Overconfidence and Experience and those that have a significantly negative effect on Risk Attitude are Overconfidence, Experience and Risk Perception.

Keywords: *Overconfidence, Experience, Risk Perception and Risk Attitude.*