

ABSTRACT

This dissertation aims to empirically examine the role of *Stock Market Cycle Timing* (SMCT) in influencing *Momentum* and *Contrarian* Strategies on *Dynamic Strategy* (DYN). SMCT, which combines *Ichimoku*, price movement cycles, and *Bubble* phases, is evaluated both as a moderator and mediator. This study uses panel data from 88 stocks listed on the Indonesia Stock Exchange, analysed using PLS-SEM with the WarpPLS 8.0 application. Findings indicate that both *Momentum* and *Contrarian* Strategies do not have a significant direct effect on DYN. However, SMCT has a significant positive impact on DYN and serves as a full mediator between *Momentum* Strategy and DYN. Additionally, SMCT plays a dual role as a quasi-moderator and full mediator in the relationship between *Contrarian* Strategy and DYN. These results support Dow theory and rational expectation, indicating that SMCT is effective in detecting trend changes and providing more accurate signals. The study's limitations include the potential for overfitting in the model and negative *effect size*, suggesting the need for model simplification. Future research is advised to reduce model complexity and consider additional factors such as market sentiment and macroeconomic conditions. These findings provide guidance for *traders* and regulators in developing more effective investment strategies and more efficient market policies.

Keywords: *52 Week High (Low)*, *Anchoring*, *Bubble*, *Contrarian*, *Market Cycle*, *Ichimoku*, *Momentum*.