

ABSTRACT

This research is purposed to analyze the effect of trust toward distribution of equity fund in Semarang, to analyze the effect of commitment toward distribution of equity fund in Semarang, the effect of communication toward distribution of equity fund in Semarang, the effect of distribution of equity fund toward manager investment performance.

Sample of this research are 50 respondents that are investors equity fund in Semarang with questionnaire method. Analysis technique is regression analysis with classic assumption and validity test also reliability test.

Based on the result and discussion, there can be concluded that: (1)Trust have positive effect toward distribution of equity fund in Semarang, (2)Commitment have positive effect toward distribution of equity fund in Semarang, (3)Communication have positive effect toward distribution of equity fund in Semarang, (4) Distribution of equity fund have positive effect toward asset management's performances.

Keywords: Trust, commitment, communication, equity fund's distribution in Semarang, asset management's performances.