

## ABSTRACT

Investment have gained great traction in Indonesia in recent years, especially in the productive age. However, this surge is in line with the high number of investor's losses in investment returns. High number of behavioral problems in investment decision making is one of the reason that can shape a bad investment decision.

To examine these problem, this study employed a quantitative approach and purposive sampling, targeting productive-age investors in Special Region of Jakarta. A total of 517 respondents completed questionnaires distributed via Google Forms, social media, and direct community outreach. The collected data were analyzed using moderated regression analysis to assess the influence of neurotransmitters on investment decisions and the moderating effect from age and gender.

This research adopts a quantitative approach, collecting data through surveys conducted via questionnaires from a representative sample of productive age investors in Jakarta. The analysis employs moderated regression analysis that allows for a detailed examination of the moderating effects of demographic factors on the relationship between biological and behavioural variables and investment choices.

The results reveal significant influence between neurotransmitters and investment decision making. The hypotheses predict that a higher neurotransmitters negatively influences investment decision making, leading to worst investment decision. Additionally, age and gender either direct or as moderating variables, do not have significant impact to investment decision making.

These findings contribute to the understanding of psychological factor among productive Special Region Jakarta, offering insights for educators to enhance financial management skills within this demographic. The study underscores the necessity for targeted financial education programs that address psychological determinants, fostering better financial decision-making and stability among productive age.

*Keyword: Neurotransmitters, Age, Gender, Investment Decision Making*