

UNIVERSITAS INTERNASIONAL BATAM

Bachelor Thesis
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***ANALYSIS THE EFFECT OF BEHAVIORAL FACTOR TOWARDS GOLD
INVESTMENT DECISION IN BATAM***

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Abstract

This research aims to analyze the influence of behavioral factor towards gold investment decision in Batam. The focus of this research is to analyze the behavioral factors by looking the influence of representativeness, overconfidence, anchoring, loss aversion, and regret aversion. The sample of this study is 150 people who invest in gold at Batam. Hypothesis test using multiple regression within statistic software IBM SPSS version 22.0. Results from this research showed a significant positive of independent variables of representativeness and loss aversion toward investment decision. But overconfidence, anchoring, and regret aversion have no significant effect toward investment decision.

Keywords:

Behavioral factor, investment decision, representativeness, overconfidence, anchoring, loss aversion, regret aversion.