

UNIVERSITAS INTERNASIONAL BATAM

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***ANALYSIS OF THE FACTORS THAT INFLUENCE THE STOCK
INVESTMENT DECISION ON STUDENTS IN BATAM CITY***

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Abstract

The main purpose of this study was to analyze whether the variable of financial literacy, accounting information, neutral information, advocate recommendations and risk preferences affect the investment decisions of stock investors, especially students in Batam City. The method of multiple linear regression analysis is the research methodology used in this study. The number of samples used in this study were 261 students who invested in stocks in Batam City, the data is retrieved using purposive sampling method.

The results of this study indicate that financial literacy, accounting information and risk preferences have a positive significant effect on investment decisions so the investors invest affected by financial literacy, using technical analysis and fundamentals from accounting information and encouragement from their individual preferences while the recommendation advocates and neutral information have no significant effect on investment decisions so the recommendation from brokers, analysts, friends, family, the news media, internet and others do not influence investment decisions.

Keywords : investment decision, stock, student, Batam City