

Bachelor Thesis
Management Study Program
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***ANALYSIS OF THE FACTORS AFFECTING INVESTMENT DECISION
INSURANCE IN THE COMMUNITY OF BATAM CITY***

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Abstract

This research was conducted with the aim of knowing five variables that influence the investment decision variable. The independent variables used in this study are accounting information, company image/self image, neutral information, advocate recommendations and personal financial needs. The research method uses primary data where questionnaires are distributed to the people of Batam who have insurance and this becomes a medium for researchers to collect data.

The analytical method used in processing data is multiple linear regression analysis. Based on the result of this study is known that the variables corporate image/self image, neutral information and advocate recommendation have a significant influence on the decision making variables, and accounting information and personal financial needs have no influence on the decision making variable.

Keywords: *investment decisions, influencing factors, society*