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THE EFFECT OF ADVOCATE RECOMMENDATION, ACCOUNTING INFORMATION, EXTERNAL INFORMATION, INDIVIDUAL NEEDS AND COMPANY'S IMAGE ON STOCKS INVESTORS INVESTMENT DECISIONS IN BATAM

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Abstract

This research has a function and purpose in analyzing the influence of external and internal factors of investors in making investment decisions in the field of shares in the city of Batam. By using variables in the form of Advocate Recommendation, Accounting Information, External Information, Individual Needs and Company Image that have relevant levels and considerations of investors when investing in shares. The method used is in the form of primary data analysis obtained through the distribution of questionnaires directly and indirectly to investors in the city of Batam.

The method of analysis uses the test of multiple linear regression analysis to determine the significant effect of the dependent variable on independent. By conducting several analysis tests that are assisted with the SPSS system program so that they obtain results from this study. The results of this study in the form of the five independent variables used have a significant positive effect on investment decisions of stock investors in the city of Batam.

Keywords: Stocks Investment Decisions, Batam Investor, Investor Characteristics