Abstract

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This research is based on problem arising from unitlink investment decisions in the city of Batam. There are also a differences in the result of research conducted by previous researchers, it is necessary to examine the effect of five variables (self-image/firms image, accounting information, neutral information, advocate information, and personal financial needs) in influencing unitlink investment decisions in Batam city.

This study used 198 questionnaires that are distributed / shared via google form. From all questionnaires distributed and distributed through google form, there were questionnaires that were not returned by respondent as many as 65 questionnaires, and 18 questionnaires that were not filled in completely, then exposed to 15 outliers. The total sample used in this case is as many as 100 questionnaires.

The analysis test the classical assumption first consisting of normality test, multikolonieritas, autocorrelation, and heteroscedasticity test trials. Hypothesis testing is performed using the t test and F test.

The results showed that of the neutral information, and personal financial needs had a significant positive effect on unitlink investment decision in Batam city. However, selfimage/firmimage, accounting information, and advocate information have negative significant effect on unitlink investment decision in the city of Batam.

Keyword: self-image/firms image, accounting information, neutral information, advocate information, and personal financial needs, unitlink investment.