

# **UNIVERSITAS INTERNASIONAL BATAM**

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*Bachelor Thesis  
Management Study Program  
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## ***ANALYSIS OF BEHAVIOR FACTORS AFFECTING STOCK INVESTMENT DECISIONS IN BATAM CITY***

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### ***Abstract***

*The purpose of the study conducted by the Author is to analyze the influence of behavioral factors that will influence stock investment decisions in Batam City. There are five factors examined by the Author as follows: representativeness, price anchoring, conservatism, overconfidence and regret aversion. The research sample was obtained from the people of Batam City who had invested in stocks totaling 250 respondents. Data was tested using the SPSS software application.*

*The results showed that representativeness, conservatism, overconfidence and regret aversion did not have a significant effect on investment decisions. Meanwhile, the price anchoring variable has a significant positive effect on stock investment decisions in Batam City.*

***Keywords:*** *Representativeness, Price Anchoring, Conservatism, Overconfidence, Regret Aversion, Investment Decision.*