UNIVERSITAS INTERNASIONAL BATAM

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THE EFFECT OF FINANCE BEHAVIOR AND DEMOGRAPHIC CHARACTERISTICS ON STOCK INVESTMENT DECISIONS

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Abstract

The purpose of this study is to analyze the effect of financial behavior and demographic characteristics on stock investment decisions. The factors to be analyzed are Risk Perception, Loss Aversion, Herding, Overconfidence, and Demography.

The object of this study is all of the stock investors that are located in Batam City. This study uses a simple random sampling technique, which the selection of samples are conducted randomly, the sample is chosen based on the members of the population randomly. The data used in this study are primary data, namely the collection of data is done by distributing the questionnaires. The sample used for this study is 497 data. Data testing is done using the SPSS.

The results obtained in this study can be concluded that the variables of Risk Perception, Loss Aversion, Herding, Overconfidence, and Demography have a positive and significant effect on Stock Investment Decisions.

Keywords: Risk Perception, Loss Aversion, Herding, Overconfidence, Demography, Investment Decisions.