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FACTORS INFLUENCING INVESTOR DECISION MAKING IN BATAM

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Abstract

This study objective is to analyze the factors influencing investors decision making in Batam. The factors that will be analyzed are firm-image/self-image, accounting information, neutral information, advocate recommendation, and personal financial needs.

The object of the research in this study is investors who lives in Batam Island, and the one who already have a stock account on the Indonesia Stock Exchange and already invested in stock investment instruments. This study uses simple random sampling techniques, which is the sample chosen based on random population members.

The conclusion of this study is explain that the variable firm-image/self-image, neutral information, and advocate recommendation have significantly positive effect on investor decision making. While accounting information and personal financial needs have no significant effect on investor decision making.

Keywords :

Investor decision making, investment decision making, firm-image/self-image, accounting information, neutral information, advocate recommendation, personal financial needs.

Linda Clora. Faktor-faktor yang Mempengaruhi Keputusan Investasi Investor di Batam. 2019.
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