

*Bachelor Thesis  
Management Study Programme  
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**ANALYSIS OF FACTORS AFFECTING INVESTOR PROPERTY  
BEHAVIOR IN PROPERTY INVESTMENT IN BATAM CITY**

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**Abstract**

*The main objective of this research was to analyze whether the variable of emotional intelligence, self-control, and risk aversion in general on the intention to invest from investors, especially in Batam City. The research methodology used is the method of multiple linear regression analysis. The number of samples used is 120 investors who are property investors in investment in Batam City, and the data is taken by purposive sampling method.*

*The results of this study indicate that emotional intelligence has a positive significant effect on investment intention, while self-control and risk aversion generally have a significant negative effect on investment intention, so investing investors are influenced by emotional intelligence, using technical and fundamental analysis of investor information and encouragement from each other's preferences while self-control, and risk aversion in general does not significantly affect the intention to invest so that recommendations from brokers, analysts, friends, family and news on social media, and the internet and others do not affect investment.*

**Keywords :** *Intention Investment, property, investment, Batam city*