The purpose of conducting this research is to analyze the influence of heuristic, prospect, market factor, and herding theory on stock investment decisions on investor Batam City. The variables used in this study use independent variables consisting of heuristic, prospect, market factor, and herding theories and there are dependent variables namely investment decisions.

The method used in the study is multiple linear regression, which aims to identify the influence of independent variables on the dependent variable. The number of samples studied were 202 respondents who were people in Batam City.

The results of this study conclude from the influence of variables theory heuristic, market factor, and herding has a significant effect while the influence of the prospect theory variable is stated that it does not have a significant effect on investment decisions.

Keywords: heuristic, prospect, market factor, herding and investment decisions