

**ANALYSIS OF THE FACTORS AFFECTING INVESTOR RISK TAKING
BY STOCK INVESTORS IN BATAM CITY**

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Abstract

Investors who invest in shares also have risks but also get profits, the risk that investors will face is that Capital Loss losses will be obtained from the difference in selling prices and stock prices. Investors usually sell their stock prices lower than the purchase price. Investors who sell their shares will get a profit or often referred to as Capital Gain.

The sample data used in the study is primary data where the researchers conducted a questionnaire distribution in December 2018. The questionnaire and questionnaire were distributed to investors in Batam City. The number of questionnaires distributed by the author is 300 questionnaires and the return is 300 of the total number of questionnaires distributed. The results of this questionnaire outlier do not exist, this is because the respondent answers the research questionnaire carefully and correctly.

The results of this study indicate that all variables tested by research pass the classical assumption test and are worthy of being used as research data, the results of t-test statistics indicate that risk perception, perceived return, overconfidence and financial knowledge variables have a positive relationship, while the risk attitude variable negative effect on risk taking in stock investment, this variable does not have a significant relationship. Data were analyzed using the SPSS version 21 statistical program.

Keywords: *risk taking, risk perception, risk attitude, perceived return, overconfidence and financial knowledge*