Abstract

Analysis of Factors Affecting Property Investment Decision Making by Batam City Prospective Buyers

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This research done in each of these factor are brought together is this research. The individual investor’s behavior is affected by several information which focused on external information on property. Total of respondent that was used in this research was 278 people.

The aiming of the research is through research on investors that have invested in housing and property at Batam. This research use multiple linear regression package and use Statistical Package for Social Sciences to process data that was got using questionnaire by distributing the google forms and the target was Batam City investor.

The result of this research is the company image and neutral information unsignificantly influence investment decisions, accounting information variables have a significant negative effect on investment decisions, advocate recommendations and influence of personal finances and are significant on investment decisions.

Keywords: external factors, property, information.