

**UNIVERSITAS INTERNASIONAL BATAM**

*Bachelor Thesis  
Management Program Study  
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**ANALYSIS OF FACTORS THAT INFLUENCE COLLEGE STUDENTS  
ON INVESTMENT DECISION MAKING IN BATAM CITY**

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*Abstract*

*This research study aims to examine the effect of the five variables having an influence toward investment decision making in students in making stock investments in the future. The independent variable in this research study is an information variable which consists of overconfidence bias, disposition effect, representativeness bias, disposition effect, and anchoring bias. This research study used a questionnaire distributed to college students in Batam City who were made as respondents in this research study.*

*The data analysis method used in this research study is by using multiple linear regression models. From the results of this study, it is revealed that the three variable such as overconfidence bias, herding bias, and anchoring bias have a significantly positive effect toward investment decision making while variable representativeness bias and disposition effect have no influence toward investment decision making.*

*This research is expected to be able to increase the interest of stock investment especially for college students in Batam City which can be seen that the level of investment for college students is still low based on data accessed on the IDX. This research is also to help college students to understand the important of the investment in earlier, so that college students have their assets that can grow in the future.*

**Keywords:** *Investment, Investment Decision, College Investment, Investment Decision Making, Stock Investment*