

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Management Study Program  
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## ***FACTOR AFFECTING THE DECISION OF PROPERTY INVESTMENT ON INVESTORS IN BATAM CITY***

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### ***ABSTRACT***

*This study aimed to elaborate property investment decisions. The investment decision is a decision made by investor regarding the determination of the type of investment. Research conducted on the effect of variable relationships between property information, logical approach, market dynamic, hindsight bias, and herding bias on investment decisions.*

*This research obtained primary data sample collection by questionnaire distribution method. Data analysis applied was a multiple linear regression method. The object of this research was property investors in Batam city. Research data tested were 178 respondents.*

*The results of this study indicate that property information, logical approach, market dynamic, hindsight bias, and herding bias have significant positive effect on investment decisions.*

***Keywords :*** *property investment decision, property information, logical approach, market dynamic, hindsight bias, herding bias*