

***FACTORS INFLUENCING INVESTMENT DECISION IN PROPERTIES IN  
BATAM***

**ANMELRINA  
NPM: 1641130**

***ABSTRACT***

*This paper aims to examine factors influencing investment decision in properties in Batam. The intended factors are anchoring, overconfidence, herding, and regret aversion. 330 questionnaires were distributed to property investors in Batam, but only 246 questionnaires or around 74.54% data were used to be primary data in generating the analysis which will be calculated using multiple linear regressions by SPSS version 24 software. Among the various factors, the results revealed that anchoring, overconfidence, and regret aversion have significantly positive influence towards property investment decision in Batam. Regret aversion has no significant influence towards property investment decision in Batam. This paper can be useful for investors, especially those investing in property sector in Batam.*

**Keywords:** *investment decision, anchoring, overconfidence, herding, regret aversion, property.*