

# UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics  
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## ***ANALYSIS OF THE INFLUENCE OF CONSUMER BEHAVIOR, CONSUMER ATTITUDE, OVERCONFIDENCE AND FINANCIAL TOWARDS THE DECISION MAKING IN PROPERTIES PURCHASING FOR MIDDLE-CLASS IN BATAM CITY***

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### ***ABSTRACT***

*The purpose of this study is to investigate the influence on consumer behavior, consumer attitude, overconfidence and financial towards the decision making in properties purchasing for middle-class in Batam City.*

*The object of research is the middle-class community in Batam City. The total of questioner amount that been distributed is 290 responses. This research method used a purposive sampling approach. The analysis result was implemented by using SmartPLS version 3.2.*

*The results of this study indicate that consumer behavior, consumer attitude, overconfidence and financial variables towards the decision making in purchasing properties for the middle-class have significant positive. Therefore, consumer behavior, consumer attitude, overconfidence and financial influence consumers in purchasing middle-class properties in Batam City.*

***Keywords:*** *Decision Making*