

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economics  
Undergraduate Management Program  
Odd Semester 2019/2020

## ANALYSIS OF FACTORS INFLUENCING INVESTMENT INTENTION OF THE MILENIAL IN BATAM CITY (UTILIZING THEORY OF PLANNING BEHAVIOR)

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### ABSTRACT

*The research purpose was to study the factors of the planned behaviour theory (attitudes, subjective norms & financial self-efficacy), financial knowledge, and personality traits of potential investors towards investment intentions. This research method used is causal comparative research. The population in this study were students in Batam. The research sample is active students within the age range of 20-34 years and the samples are 374 respondents which were tested using the Smart PLS application.*

*In this study, there is one moderating and two mediations variable used to analyse whether the variable is related to investment intentions. The results showed that the variable financial knowledge mediated by attitude affects directly towards investment intentions. The variable personality traits of investors mediated by financial independence have indirect effect on investment intentions. In addition, risk taking indicators on investor personality traits moderate affect the overall financial self-efficacy on investment intentions in millennials.*

*Positive significance also occurs in investor personality variables on financial knowledge whereas the variable Theory of Planned Behaviour (TPB) on investment intentions has a significant effect only on the variable such as attitude and subjective norms. The financial self-efficacy variable on investment intentions is not significant to the millennial.*

**Keywords:** *Theory Planned Behaviour (TPB), Attitudes, Subjective Norms, Financial self efficacy, Financial Knowledge, Investor Personality traits, Investment intention*