

*Faculty of Economics
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***ANALYSIS OF SELF-IMAGE/FIRM-IMAGE, ACCOUNTING
INFORMATION, NEUTRAL INFORMATION, ADVOCATE
RECOMMENDATION AND PERSONAL FINANCIAL
NEED OF INVESTMENT DECISION
IN BATAM CITY***

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Abstract

The purpose of this study was to analyze self-image/firm-image, accounting information, neutral information, advocate recommendation, personal financial Needs on stock investment decision making in Batam City.

This research object is targeted at investors invested in Batam City with a target of 300 respondents. The data taken in the analysis used a sampling method by using SmartPLS version 3.2.

The results in this study indicate that self-image/firm-image, accounting information and advocate recommendations do not have a significant positive effect. In addition, neutral information and personal financial needs have a significant positive effect on investment decision making.

Keyword: *self-image/firm-image, accounting information, neutral information, advocate recommendation, personal financial needs and investment decision*