

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy*

*Management Study Program*

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## ***ANALYSIS OF FACTORS AFFECTING THE STOCK INVESTMENT DECISIONS IN BATAM CITY***

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### ***ABSTRACT***

*Stock investment is the ownership or purchasing of company shares by another company with the aim of obtaining additional income aside from its main business income. The purpose of this study is to investigate the impact of the investor sentiment, overconfidence, overreaction and underreaction, herd behavior to the investment decision.*

*Sampling of the research is using questioners that was shared to 173 respondents. The data analisis method is using double regresion linear.*

*As a result of the research, it comes to the conclusion that the investor sentiment, overreaction and underreaction, herd behavior give significant positive impact to the investment decision, while overconfidence gives significant negative influences to the investment decision.*

***Keywords*** : *investor sentiment, overconfidence, overreaction and underreaction, herd behavior*