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ANALYSIS OF FACTORS AFFECTING THE PROPERTY INVESTMENT DESCISION IN BATAM CITY

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ABSTRACT

Property investment is a long-term investment and is believed to provide a high rate of return. The purpose of this study was to analyze the influence of variable anchoring bias, overconfidence bias, narrow framing bias, representativeness and disposition effect on investment decisions in property investors in Batam. The research sample was collected through questionnaires distributed to as many as 175 respondents who had invested in property in Batam City. Data analysis method used is multiple linear regression analysis method. The results show anchoring bias, overconfidence bias, narrow framing bias, representativeness and disposition effects have a significant positive effect on investment decisions. This research is expected to enrich literacy regarding the financial behavior of property investors and be the basis for decision making for stakeholders.

Keywords : *property investment decision, anchoring bias, overconfidence bias, narrow framing bias, representativeness, disposition effect*