

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economics  
Management Study Program  
Even Semester 2019/2020

## ***ANALYSIS OF THE EFFECT OF DEMOGRAPHIC CHARACTERISTICS ON INVESTMENT DECISIONS WITH BEHAVIORAL FACTORS AS MEDIATION VARIABLES IN STOCK INVESTORS IN BATAM CITY***

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### ***ABSTRACT***

*This study aims to determine the relationship between the demographic characteristics of investors (age, gender, education level, occupation, income and length of investing) and their investment decisions through behavioral factors (investor sentiment, overconfidence, overreaction / under reaction and herd behavior. ) as a mediating variable for stock investors in Batam city.*

*The research object chosen is a stock investor in the city of Batam. Electronic questionnaires distributed online and obtained 350 questionnaires used to be processed. The analytical method used is Partial Least Squares using Smart PLS software.*

*The results showed that demographic characteristics had a significant effect on over / under reaction, while investor behavior had a significant positive effect on investment decision. However, investor behavior is not proven as a mediating variable between demographic characteristics and investment decision.*

***Keywords:*** *investor sentiment, overconfidence, over/under reaction, herd behavior and investment decision.*