

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
Management Study Program
Even Semester 2019/2020*

THE INFLUENCE OF EMOTIONAL CONTANGION, AVAILABILITY BIAS, OVERCONFIDENCE, LOSS AVERSION DAN HERDING TOWARDS STOCK INVESTMENT DECISION MAKING IN BATAM

**Chintia Elmadiani
NPM: 1641279**

ABSTRACT

This research aims to analyze the influence of emotional contagion, availability bias, overconfidence, loss aversion and herding on stock decision making in Batam City.

The object of the research is millennial investors in Batam City. The method of disseminating questionnaires as many as 220 respondents. The data collection method uses the purpose sampling method. The results of the analysis were done using SmartPLS version 3.2.

The results of this study show emotional contagion, availability bias, overconfidence, loss aversion and herding to stock decision making in Batam City had a significant positive effect. Thus, emotional contagion factors, availability bias, overconfidence, loss aversion and herding affect investors in stock decision making in Batam City.

Keywords: *Decision Making*