

*Bachelor Thesis
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***The Effect of Financial Behavior
on Share Investment Decisions
in Batam City Investors***

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This research was conducted to determine the factors that influence stock purchase decisions in Batam City investors. Variable of overconfidence, anchoring, loss aversion, representativeness, and mental accounting as independent variables and investment decisions as the dependent variable. This research was conducted using as many as 300 respondents who were randomly taken, namely batam city investors. The fact is processed using the SPSS program in testing multiple linear regression analysis.

The results of this study indicate that the variable overconfidence, anchoring, loss aversion, representativeness, and mental accounting have a significant positive effect on the investment decision in stock investment in Batam City.

Keywords: *overconfidence, loss aversion, anchoring, representativeness, dan mental accounting, investment decisions*