

UNIVERSITAS INTERNASIONAL BATAM

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FACTORS THAT INFLUENCE STOCK INVESTMENT DECISION IN BATAM CITY

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ABSTRACT

The purpose of carrying out this research was to determine how much influence the independent variables in the form of financial literacy, financial behavior, risk awareness, risk perception, and overconfidence on the dependent variable in the form of investment decisions in people who are or have already invested in shares in Batam City. The data was obtained from 140 respondents who met the criteria for filling out a questionnaire with the Google Form link with the judgmental sampling method which is a non-probability sampling based on certain criteria, then the data obtained will be processed using the SPSS program (Statistical Package for the Social Science) using one sample t-test analysis. The results showed that the variables financial literacy, financial behavior, risk awareness, risk perception and overconfidence had a significant positive effect on investment decisions.

Keywords: *financial literacy, financial behavior, risk awareness, risk perception, overconfidence, one sample t-test, investment decision*