

***THE EFFECT OF FINANCIAL INFORMATION ON INVESTMENT
DECISIONS OF INDIVIDUAL INVESTORS IN
INDONESIA STOCK EXCHANGE***

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We suggest you to cite this article as:

Alistraja, D.S., Iskandar, M. 2020. The effect of financial information on investment decisions of individual investors in Indonesia stock exchange. *Junior Scientific Researcher*, Vol VI, No. 1, pp.41-47.

ABSTRACT

This research aims to determine the effect of financial information on the investment decisions of individual investors in Indonesia stock exchange Medan, Indonesia. To achieve the objective of the research, the quantitative research method was applied. Then, 44 investors of the Indonesia Stock Exchange Medan were selected as sample of the research. Based on the results, it is found that the correlation between the variable of financial Information (X) and the variable of investment decision (Y) obtains $Y = 2.572 + 1.386 X$, which means that if financial information is reached by one unit, the investment decision will be higher by 1.386 or 138.6%. The results of hypothesis stated that H_a is accepted which means that there is a significant effect between financial information (X) on investment decisions (Y) of individual investors.

Keywords: Financial Information, Investment Decisions, Investors

JEL Classification: G29, G41, O44