

Abstract

The major issue of this study is the intention of individual investor in selecting stock . The intention of individual investor is reflected by stock return estimation that calculated from any information. The intention itself is behavior which grow because of information that makes an individual investor take a decision. The aim of this study is to examine and obtain empirical evidence of the behavior of individual investors in the stock investment decisions.

This research is a quantitative research with sampling purposive technique. The population of this study is individual investors that still exist as students in Bandung and they actively invest in the Indonesia Stock Exchange. The samples used is a registered investor in GI-BEI Telkom University. The results shows that the quality of accounting information significantly influences the intention of selecting stock, perceived behavioral control significantly influences the intention of selecting stock, Whereas subjective norm does not affect the intention of selecting stock, And simultaneously the variable quality of accounting information, subjective norms, and perceived behavioral control significantly influence the intentions of investors in the stock selection.

For further research, it is advisable to do some research with a sample of more and different research objects that are expected to lead to the conclusion that a variety of research results that can be used as consideration for investors.

Keywords: Quality of Accounting Information, Subjective Norms, Perceived Behavioral Control