

ABSTRACT

The amount of capital market investors in Indonesia continues to experience a positive trend. Even the latest data from the Central Effects Custodian Indonesia (KSEI), the amount of capital market investors in Indonesia have reached 1 million. It is based on the data of KSEI on Wednesday 7 June 2017, which indicates the number of single investor identification (SID) who have reached the 1,000,289. That amount is the amount of consolidated SID consisting of investor owners of stocks, bonds, mutual funds, securities of the State (SBN), and other effects are recorded in KSEI. However, it is unfortunate that if viewed ownership of BEI overall, ownership shares in BEI still still dominated by foreign investors amounted to 65% (KSEI, 2016). In order to educate and develop the capital market industry in Indonesia, BEI launch Gallery Indonesia stock exchange Investments. GIBEI is a means to introduce capital market early on to the world of academia.

This research aims to know the factors which influence the investment decisions of University students Telkom 2017, with the sampling method used is a probability sampling techniques for data collection. In addition, this research uses descriptive analysis and multiple linear regression test.

Based on the results of the study it can be concluded that corporate image partially influencing the investment decisions of University students Telkom 2017. Besides the corporate image, accounting information, the information is neutral, the recommendation advocates, and personal financial needs simultaneously Telkom University student investment decisions 2017. The factors influencing the investment decisions of 24.2%, while the rest of 75.8% influenced by other factors not examined in this study.

Keywords: Investment Decision Factors