

## ABSTRACT

Investment decisions for young people are an important issue in financial management and economic development. To understand the factors that influence investment decisions, especially neurotransmitters such as Adrenaline, Noradrenaline, Dopamine, Serotonin, GABA, Acetylcholine, Glutamate, and Endorphins. This research aims to explore the influence of neurotransmitters on investment decisions of young people in Medan City, as well as understand how these factors influence risk taking and financial decisions.

Using a quantitative approach, the questionnaire was distributed to 400 respondents using a purposive sampling method. The initial stage of research includes normality and validity tests, followed by classical assumption tests and linear regression to analyze the influence of neurotransmitters on investment decisions.

Based on the results of data analysis, it is known that the investment decision variables that have an influence with a value of 6.1% of the independent variables are Adrenaline, Noradrenaline, Dopamine, Serotonin, GABA, Acetylcholine, Glutamate and Endorphins. Meanwhile, the remaining 93.9% is influenced by other variables.

**Keywords:** *Investment Decisions, Behavior Finance, Neurofinance, Neurotransmitters.*