RINGKASAN

Penelitian ini merupakan penelitian kuantitatif yang dilakukan pada perusahaan sektor perbankan yang terdaftar di Bursa Efek Indonesia dan Bursa Malaysia pada tahun 2013-2019. Penelitian ini bertujuan untuk mengetahui pengaruh variabel arus kas, leverage, risk profile, pertumbuhan penjualan, profitabilitas, likuiditas, dan suku bunga terhadap keputusan investasi sebagai variabel independen, serta membandingkan antara keputusan investasi investor perusahaan perbankan di Bursa Efek Indonesia dan Malaysia.

Pada penelitian ini, pemilihan sampel yang digunakan adalah purposive sampling yang kemudian menghasilkan sampel sebanyak 196 perusahaan yang terdiri dari 7 periode penelitian yaitu 2013-2019. Sumber data yang digunakan adalah data sekunder yang diperoleh dari laporan keuangan dan laporan tahunan perusahaan. Analisis data yang digunakan adalah uji regeri linear berganda dengan menggunakan aplikasi Statistical Package for Social Science (SPSS) Version 25.0

Dari hasil penelitian diketahui bahwa variabel arus kas, leverage, likuiditas dan suku bunga berpengaruh negatif signifikan terhadap keputusan investasi, sedangkan variabel risk profile, pertumbuhan penjualan dan suku bunga berpengaruh positif terhadap keputusan investasi.

Implikasi dari penelitian ini, diharapkan dapat menambah wawasan mengenai arus kas, leverage, risk profile, pertumbuhan penjualan, profitabilitas, likuiditas dan suku bunga dan pengaruhnya terhadap keputusan investasi serta melihat perbandingan antara keputusan investasi sektor perbankan di dua negara yaitu Indonesia dan Malaysia.

Kata kunci: Keputusan investasi, arus kas, leverage, risk profile, pertumbuhan penjualan, profitabilitas, likuiditas, suku bunga

SUMMARY

This research is quantitative research conducted on banking sector companies listed on the Indonesia Stock Exchange and Malaysia Stock Exchange from 2013-2019. This study intend to determine the effect of cash flow, leverage, risk profile, sales growth, profitability, liquidity, and interest rates on investment decisions as independent variables, as well as to compare the investment decisions of investors in banking companies in Indonesia and Malaysia Stock Exchanges.

In this study, the selection of the sample used was purposive sampling which then produced a sample of 196 companies consisting of 7 research periods, namely 2013-2019. The data source used is secondary data obtained from the company's financial reports and annual reports. The data analysis used was multiple linear regression tests using the Statistical Package for Social Science (SPSS) Version 25.0 application.

From the research results it is known that the variables of cash flow, leverage, liquidity, and interest rates have a significant negative effect on investment decisions, while the variables of risk profile, sales growth, and interest rates have a positive effect on investment decisions.

The implications of this research are expected to add insight into cash flow, leverage, risk profile, sales growth, profitability, liquidity, and interest rates and their impact on investment decisions and see comparisons between investment decisions in the banking sector in two countries, namely Indonesia and Malaysia.

Keywords: Investment Decisions, Cash flow, Leverage, Risk Profile, Sales Growth, Profitability, Liquidity, Interest Rate