

## **ABSTRACT**

*Mutual fund is vehicles and fund management pattern or legal capital for a group of investor to invest in available investment instruments in market with buying investment unit of mutual fund. This fund then managed by fund manager in investment portfolio. By investing in mutual funds, investors will get more benefits. The benefits such as: with lower funds, individual investors can have investment portfolios, mutual funds also are highly liquid, funds from investor also managed by professional investment managers. The fund flow in mutual fund allocations reflect decisions made by investors. Levels of the funds flow itself seems to be influenced by various factors both internal and external.*

*This research aim to test the influence of past mutual fund returns, expense ratio, age of mutual fund, mutual fund ratings, and total assets toward funds flow of equity fund. Method applied for this research is multiple linear regression to get a comprehensive result of the relationship between one variable to another variable. The number of population for this research is 58 mutual funds listed in Bapepam-LK and the number of sample that examined after passed the purposive sampling phase is 15 mutual funds.*

*The results of this research shows that only total assets variable has significant influence to fund flow in an equity fund, while past returns, expense ratio, the age of mutual funds, and rating mutual funds has not significant influence to fund flow in equity funds. The results which not significant from this research show that past mutual fund returns, expense ratio, the age of mutual funds, and rating mutual funds can not be made as the reference in determining investment strategy for investors to put their funds in a mutual fund products.*

*Keywords: Past return, expense ratio, age, rating, total asset, mutual fund flow*