

The objective of this research is to study and compare the estimation methods of regression coefficients in the multiple linear regression with the occurrences of multicollinearity and outliers using Generalized M – estimator Ridge Methods (GMR), with the addition of all elements in diagonal matrix of $X'X$ with constant k estimated by Hoerl – Kennard Method (HK) and Hoerl – Kennard – Baldwin Method (HKB) and using 6 robust criteria: Huber, Ramsay, Andrews, Hampel's 17A, Barya and Talwar. There are 3 independent variables with the sample sizes of 20, 50 and 100, the correlation coefficients of 0.1, 0.5 and 0.9. Two levels of outliers, mild and extreme, are considered and occurred in 1% and 5% of the sample sizes. The study is classified according to outlying – specified variables as following: variable Y only, variable X_3 only, (X_1, X_2) , (Y, X_3) and (Y, X_1, X_2) . The simulation is performed using Monte Carlo technique and repeated 1,000 times in each situation, The comparison is based on the mean square error (MSE).

The results indicate that under the situation of this study, the estimation of constant k in GMR by HKB mostly provides smaller MSE than that by HK and the MSEs of both methods tend to get closer as the sample sizes increase. At all serious levels and percentages of outliers, correlation coefficients and outlying – specified variables, the GMR using Ramsay's robustness, in general, provides smallest MSE when the sample size is equal to 20, while the GMR using Huber and Ramsay robustness mostly provide similar and smallest MSE when the sample sizes are equal to 50 and 100. In addition, it is also revealed that the MSE tends to be highest as the serious levels and percentages of outliers increase, but MSE tends to be lower as the sample sizes increase.