

Minat Mahasiswa Untuk Berinvestasi Di Pasar Modal

Student Interests In Investing In The Capital Market

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui minat mahasiswa sebagai investor di pasar modal dengan menggunakan metode penelitian studi literatur dengan cara mengkaji dan menganalisis beberapa jurnal dan buku yang berkaitan erat dengan minat mahasiswa berinvestasi di pasar modal. Hasil analisis dari berbagai literatur tersebut akan dijadikan referensi dan sumber belajar dalam menjelaskan materi mengenai Minat Mahasiswa Berinvestasi di Pasar Modal, sehingga penulis dan pembaca dapat memahami secara jelas mengenai Minat Mahasiswa Berinvestasi di Pasar Modal. Hasil dari penelitian ini nantinya akan digunakan untuk memberikan dan memperjelas wawasan mengenai Minat Mahasiswa Berinvestasi di Pasar Modal..

ABSTRACT

The aim of this research is to determine students' interest in investors in the capital market by using a literature study research method by reviewing and analyzing several journals and books that are closely related to student interest in investing in the capital market. The results of the analysis from various literature will be used as references and learning resources in explaining material regarding Student Interest in Investing in the Capital Market, so that writers and readers can clearly understand Student Interest in Investing in the Capital Market. The results of this research will later be used to provide and clarify insight into students' interest in investing in the capital market.

INTRODUCTION

Investment is a way for people to increase their wealth. There are many forms of investment such as investing money in the form of savings, investing in gold, and investing in securities. The government has provided a forum for potential investors who want to invest. For example, if you want to invest money, you can do it at the bank. If you want to invest in gold, you can do it at a pawn shop and if you want to invest in securities, you can do it on the capital market. The capital market investment facilities offered include shares, bonds and mutual funds. Investors who buy securities will get a rate of return and dividends. Dividends earned will be deducted for state taxes. Cutting taxes will increase state revenue.

According to (Septyanto, 2013: 93) "Investment risk has the meaning of deviation from the expected profit. "With the uncertainty of future profits, it will cause the failure of an investment." In reducing the risk impact of investment, it is hoped that investors must be fully aware of the investment activities they undertake. In the large Indonesian dictionary, the word interest means a high inclination towards something; excitement; desire. Winkel (1983) defines the meaning of interest as quoted in Timothy (2016) as "a tendency that persists in certain subjects to feel happy and interested in certain fields or things and feel happy being involved in that field". Another opinion expressed by Hurlock (1999) in Timothy stated that interest is "a person's interest can be developed by providing opportunities for that person to learn about things he wants". From the explanation above it can be said that what is meant by interest is a the tendency to be able to make a choice on a particular subject. The capital market is a milestone and indicator of economic growth in a country. The capital market plays an important role as an investment tool that is useful for development. The capital market plays an important role as an investment tool that is useful for development (Antonio et al., 2013).

Investors in the capital market can invest through various securities, both in the form of investments (shares) and loans (bonds) as well as various securities derivative instruments as well as rights, warrants and options. Investment in the capital market is an investment activity in the field of financial assets which basically expects a return on the securities purchased. It can be interpreted that the better the country's economic level, the greater the influence on the level of investment. The investment factor has an effect if aggregate demand encourages an increase in aggregate supply by increasing the company's product capacity (Fathoni, 2021). Although it should be noted that investment choices must always consider the level of expected profit on the one hand and the level of risk on the other hand (Suhardini, 2015).

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LITERATURE REVIEW

Understanding Investment

The definition of investment according to Tandellin (2017) is a commitment of a certain amount of funds or other resources made at this time, with the aim of obtaining a number of profits in the future. In general, investment activity is the activity of investing a certain amount of funds in real assets (land, gold, machinery or buildings), as well as financial assets (deposits, shares, mutual funds, sukuk, or bonds). According to Handini and Dyah Astawinetu (2020), an investor buys a number of shares in the hope of gaining a profit from an increase in share prices or a number of dividends in the future, as a reward for the time and risks associated with the investment. Investment decisions are about making choices, where income can be used to spend or save.

If the income is saved, then each saver must decide where to invest resources that are not currently used. This is an important decision because these resources are the means by which investors transfer purchasing power now to the future. As a result, one must decide on a portfolio of assets to own. A portfolio is a combination of assets designed to act as a store of value (Mayo, 2013)

Investment Interest

Kusmawati (2011) stated that investment interest is the desire to find out about the type of investment, willing to take the time to learn more about investment by attending training and seminars about investment and trying to invest. Riyadi (2017) stated that students' investment interest is simultaneously influenced by investment benefits, minimum investment capital, motivation, returns and education, although partially returns and education do not have a significant effect. Meanwhile, according to Malik (2017), factors that influence investment interest positively and significantly are risk, income and motivation. Tandio and Widanaputra (2016) stated that investment interest is influenced by capital market training and returns, while risk perception, gender and technological progress do not have a significant effect.

Investment Objectives

There are several reasons why someone makes an investment according to Tandellin (2017), namely:

1. To get a more decent life in the future. By improving their standard of living from time to time or at least trying to maintain their current level of income so that it does not decrease in the future.
2. Reduce inflation pressure. By investing in ownership of a company or other object, you must be able to avoid the risk of decreasing the value of your assets or ownership rights due to the influence of inflation.
3. Encouragement to save taxes. Several countries in the world have implemented policies that encourage the growth of investment in society by providing tax facilities to people who invest in certain business fields.

Ekuitas

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rights, warrants and options. Investment in the capital market is an investment activity in the field of financial assets which basically expects a return on the securities purchased. It can be interpreted that the better the country's economic level, the greater the influence on the level of investment. The investment factor has an effect if aggregate demand encourages an increase in aggregate supply by increasing the company's product capacity (Fathoni, 2021).

Although it should be noted that investment choices must always consider the level of expected profit on the one hand and the level of risk on the other hand (Suhardini, 2015).

METHODS

This article uses a literature study research method by examining and analyzing several journals and books that are closely related to student interest in investing in the capital market.. The results of the analysis from various literature will be used as a reference and learning resource in explaining material regarding Student Interest in Investing in the Capital Market, so that writers and readers can clearly understand Student Interest in Investing in the Capital Market.

RESULTS AND DISCUSSION

This research was conducted to determine the level of student interest in investing in the capital market. In accordance with the analysis method of this research, it uses a literature study level by reviewing several journals or articles. Previous research states that there are potential possibilities for a positive direction in student interest in investing in the capital market.

According to Tri Pangestika and Ellen Rusliati, students' interest in investing is; (1) The level of financial literacy, financial efficacy and investment interest of students at the Faculty of Economics and Business, Pasundan University is in the good or high category, although there are several statement indicators that have scores below the average and still need to be improved, (2) simultaneously financial literacy and efficacy have a significant effect on students' interest in investing in the capital market with a value of 85.3%. Partially, financial literacy has a significant positive effect on students' interest in investing in the capital market at 79.9%, and financial efficacy has a significant positive effect at 5.4%. Based on the results and discussion in research regarding the interest of IAIN Syekh Nurjati Cirebon students in investing in the capital market, it can be concluded as follows; (1) There is no relationship between the benefits of investment and the interest in investing among IAIN Syekh Nurjati Cirebon students. This is proven based on the p value obtained at 0.336 which is greater than 0.05. It can be interpreted that although there is an understanding of the benefits of investing in the capital market, it does not arouse students' interest in investing in the capital market. (2) There is no relationship between added value and interest in investing among IAIN Syekh Nurjati Cirebon students. This is proven based on the results of the p value obtained at 0.574, which is not smaller than 0.05.

It can be interpreted that in some cases students actually understand and know the added value of investing in the capital market, but this does not encourage students to immediately invest in the capital market. (3) There is no relationship between students' economic conditions and investment interest among IAIN Syekh Nurjati Cirebon students. This can be proven based on the p value obtained at 0.619 which is greater than 0.05. It can be explained that students' economic conditions have no relationship with students' investment interests. Factually explains and describes the economic conditions of IAIN Syekh Nurjati Cirebon students.

CONCLUSION AND SUGGESTIONS

This research aims to determine student interest in investing in the capital market. Based on the data analysis and discussion that has been carried out, the following conclusions can be drawn: The results of the analysis show that the level of investment interest and investment knowledge in the capital market. However, the percentage figures that have been calculated show that students' investment interest and investment knowledge must continue to be improved. Investment knowledge has a significant influence on investment interest.

This implies that increasing a person's investment interest can be done by increasing a person's investment knowledge so that they are able to have a strong foundation in investing.

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