

Pengaruh Faktor Sosialisasi Pengenalan Investasi Pasar Modal Di Kalangan Generasi Z (Mahasiswa Dan Umum) Di Kota Bengkulu

The Influence Of Socialization Factors Introducing Capital Market Investment Among Generation Z (Students And General Only) In Bengkulu City

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh pengetahuan investasi, modal minimal, pelatihan pasar modal dan motivasi terhadap minat berinvestasi saham di pasar modal. Metode Pendekatan yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengumpulan data dalam penelitian ini adalah dengan menggunakan survei. Instrumen pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner. Diketahui hasil pengumpulan data yang dilakukan pada mahasiswa dan masyarakat umum untuk profil responden sebanyak 30 orang mahasiswa dan 20 orang masyarakat umum yang menjadi Anggota Sosialisasi. Sebanyak 54% responden berjenis kelamin perempuan dan 46% responden berjenis kelamin laki-laki. Usia responden berkisar antara 20 tahun hingga 25 tahun. Mayoritas responden adalah mahasiswa dan masyarakat umum di kota Bengkulu. Mahasiswa dan masyarakat umum di kota Bengkulu telah mengetahui tentang pengertian dasar dan mekanisme berinvestasi di pasar modal, termasuk prinsip dan manfaatnya. Dapat disimpulkan bahwa hasil analisis menunjukkan bahwa pengetahuan investasi, pelatihan pasar modal dan motivasi berpengaruh positif signifikan terhadap minat berinvestasi saham di pasar modal, sedangkan modal minimal secara parsial tidak berpengaruh terhadap minat berinvestasi saham di pasar modal.

ABSTRACT

The aim of this research is to determine the influence of investment knowledge, minimum capital, capital market training and motivation on interest in investing in shares in the capital market. Method The approach used in the research is quantitative research. The data collection technique in this research is by using a survey. The data collection instrument used in this research was a questionnaire. The known results of data collection carried out on students and the general public for the respondent profile were 30 students and 20 general people who became Socialization Members. 54% of respondents are female and 46% of respondents are male. Respondents' ages were between 20 years and 25 years. The majority of respondents are students and general residents in the city of Bengkulu. Students and the general public in the city of Bengkulu have learned about the basic understanding and mechanisms of investing in the capital market, including the principles and benefits. It can be concluded that the results of the analysis show that investment knowledge, capital market training and motivation have a significant positive effect on interest in investing in shares in the capital market, while minimal capital partially has no effect on interest in investing in shares 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.

From the beginning of 2020 until now, the public has been shocked by the rise of capital market investment advertisements on social media, be it Facebook, Tik Tok, Instagram, YouTube and browsing pages. With the large amount of capital market investment marketing in internet media plus the very massive use of the internet in Indonesia, quite a few internet users are tempted by the lure of big profits. Even though they don't know the methods and risks they will face, especially millennials. There are several reasons why this socialization is targeted at millennials.

This online capital market provides alternative selection services for investors so they can invest with short-term investment options or long-term investments. The existence of several alternative investment options can motivate investors to invest their funds in shares. According to (Hadi, 2013: 67) "Shares are one of the most popular financial commodities traded on the capital market. Shares are an equity instrument, namely a sign of participation or ownership of a person or business entity in a company or limited liability company." Investors who will invest online in investment instruments must know and study all things related to an investment instrument.

Several factors that can influence a person's interest in investing in the online capital market include motivation for investing, perception of returns or profits obtained from investing, minimum capital for investing, the impact of capital market training and risks in investing. 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. Behavioral intentions can indicate the behavior that a person will carry out.

This can explain that if someone has an interest in investing, they tend to take actions to achieve their desire to invest. For example, by attending training and seminars on investment, accepting investment offers well, and ultimately making an investment (Kusmawati, 2011).

The characteristics of someone who is interested in investing can be seen by how much effort they put into finding out about a type of investment, studying it and then putting it into practice. This is in line with the opinion of Kusmawati (2011) who states that interest in investing is the desire to find out about the type of investment starting from the advantages, weaknesses, investment performance and so on. Another characteristic that can be seen is that they will try to take the time to learn more about the investment or they will immediately try to invest in this type of investment, even increasing the 'portion' of their existing investment.

The main factor in financial management is looking at income and looking at expenses that will be used to meet needs. Expenditures to meet needs must be less than income. But most of the time, income is less than expenses. In this case, students should have a strategy to meet their needs, not to focus on the pocket money they will receive, but to manage their pocket money so that they make a profit in the student's income, namely by investing.

When making an investment, students must hold back their needs for a while, then use them to make investments. In reality, investment not only provides profits but also provides losses. But if students are able to analyze before making an investment, the losses they will experience will decrease.

LITERATURE REVIEW

Understanding Investment

Investments are known for their characteristics of high returns, high risks (high risk, high return). This means that investment provides high opportunities and profits but also has the potential for high risks (Darmadji and Fakhruddin, 2015: 10). An investor's attitude towards risk will greatly depend on the investor's preference for risk. Braver investors will choose investments that have high risks, which are accompanied by high levels of profit. On the other hand, investors who do not want to bear too high a risk, of course will not be able to expect a level of profit that is too high (Syahyunan, 2015: 75).

Investment Interest

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.

Investment Motivation

Mtivation is the process of providing encouragement that can determine an individual's intensity, direction and persistence in efforts to achieve targets and has a direct influence on a person's tasks and psychology, Robbin (2006:213). Abraham Maslow's motivation theory developed by Robbin (2006: 214) says that a person consists of five levels of needs, namely: (1) Psychological, (2) Security Needs, (3) Social Needs, (4) Esteem Needs and (5) Self-Actualization Needs. When someone can fulfill their substantial needs, the next need will become a motivation for someone to take the next action.

Perception Of Return

Investors who invest money spent on a type of investment definitely hope for profits from that investment, so when choosing a type of investment they must be selected well so as not to experience losses. Return or return on investment is the result or profit that investors hope to obtain from capital investments that have been made within a certain period of time in the future. Hartono (2015) in his book defines return as the result obtained from an investment that has been made. Returns from investments consist of realized returns that have occurred and another expected return that has not yet occurred but this return is expected to occur in the future.

The return theory put forward by Tandelilin (2010), defines return as one of the factors that motivates investors to invest and apart from that as a reward for the investor's courage in bearing the risks that have been carried out on an investment. According to Fahmi (2013) in his book, he defines return perception as an activity in interpreting the profits that a company, individual and institution can obtain from the results of the investment policies they have implemented.

Ekuitas

The capital market is a market that operates in an organized manner where there is trading activity in securities such as shares, equities, debt certificates, bonds and other securities issued by the government or private companies using the services of intermediaries, commissioners and underwriters. According to Law no. 8 of 1995, the meaning of the capital market is an activity related to securities trading and public offerings, public companies related to the securities they issue, as well as institutions and professions related to securities.

In other words, the capital market is a link between investors (fund owners) and companies or government institutions that need funds through trading long-term instruments (shares, bonds, rights issues, etc.). This online capital market provides alternative selection services for investors so they can invest with short-term investment options or long-term investments. The existence of several alternative

investment options can motivate investors to invest their funds in shares. According to (Hadi, 2013: 67) "Shares are one of the most popular financial commodities traded on the capital market. Shares are an equity instrument, namely a sign of participation or ownership of a person or business entity in a company or limited liability company." equity in a financial context refers to the net value or ownership held by the owners or shareholders of an entity after deducting the total liabilities. It is a representation of the difference between assets and liabilities, signifying the owners' investments, profits, and contributions accumulated over time.

In accounting, equity is the part of the financial statements that shows how much the owners or shareholders have a claim on the company's assets. It includes equity earned from initial capital, retained earnings, and other investments. Equity, in simple terms, reflects the value that remains after all liabilities have been met. Understanding the essence of this value is crucial in evaluating the financial health of an entity and determining its attractiveness to investors.

METHODS

The approach used in research is quantitative research. The data collection technique in this research is by using a survey. The data collection instrument used in this research was a questionnaire. Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2008: 61).

The sample is part of the number and characteristics of the population. Researchers can study samples taken from the population and then draw conclusions to generalize to the population. For this reason, samples taken from the population must be truly representative (Sugiyono, 2008:62). Determining the unit of analysis is determined by purposeful sampling, namely selection based on the characteristics of the subject. According to Sugiyono (2008:68), purposive sampling is a technique for determining samples with certain considerations.

RESULTS AND DISCUSSION

Results

The results of data collection were carried out on students and it is generally known that the profile of the respondents was 30 students and 20 general people who were Socialization Members. 54% of respondents are female and 46% of respondents are male. Respondents' ages were between 20 years and 25 years.

The majority of respondents were students and general residents in the city of Bengkulu. Students and the general public in the city of Bengkulu have learned about the basic understanding and mechanisms of investing in the capital market, including the principles and benefits.

Discussion

According to Deni Wardana and Edi Komara, the results of this research are expected to show the relationship between several variables that can determine the influence on interest in investing in shares online on the Indonesian Stock Exchange in the academic environment. Especially students who can carry out online stock buying and selling transactions in the campus environment which is facilitated by the campus which has collaborated with the Securities institution.

The model used in this research is a multiple regression model with several variables, namely motivation, return, risk, minimum capital and training variables which are analyzed to see their relationship with interest using multiple regression analysis.

Respondents in this research are students from 2 majors whose interest in investing will be analyzed. Meanwhile, according to Adfriyan Saputra and Nuri Islami, the results of this research consist of two independent variables, namely investment motivation (X1) and investment knowledge (X2) as well as one dependent variable, investment interest in the capital market (Y). The results of the data obtained

in this research come from primary data, namely data collected from distributing questionnaires to students belonging to the Sharia Investment Gallery semester 3, 5, and 7 of the Faculty of Islamic Economics and Business, UIN North Sumatra According to Akhmad Darmawan and Julian Japar, the aim of this research is to determine the influence of investment knowledge, minimum capital, capital market training and motivation on interest in investing in shares in the capital market. The object of this research is students from the Faculty of Economics and Business. The sampling method in this research used Non Probability Sampling.

The data analysis technique used in this research is multiple regression analysis. The results of the analysis show that investment knowledge, capital market training and motivation have a significant positive effect on interest in investing in shares in the capital market, while minimal capital partially has no effect on interest in investing in shares in the capital market.

CONCLUSION AND LIMITATION

Conclusion

This research aims to determine the influence of investment knowledge, minimum capital, capital market training and motivation on interest in investing in shares 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 investment knowledge, capital market training and motivation have a significant positive effect on interest in investing in shares in the capital market, while minimal capital partially has no effect on interest in investing in shares in capital market.

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