The Influence of Investment Education, Risk Perception, and Technological Advances on Students' Interest in Stock Investment

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A B S T R A C T

Investment 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. According to sukirno, investment activities carried out by the community continuously will increase economic activity and employment opportunities, increase national income and raise the level of prosperity of society. Investment interest is the desire to find out about investment starting from the type, advantages, disadvantages, investment performance and so on. This research was conducted to determine the influence of investment education, risk perception and technological advancement on students' interest in stock investment. Researchers used the slovin formula to determine the number of samples used in the research, with a total sample of 62 respondents. The research method uses multiple linear regression, classical assumption test, validity test, reliability test and t test. The research results show that investment education, risk perception and technological advances have no effect on students' interest in investing in shares.

1. Introduction

The majority of our people are not yet aware of the benefits of investing. The majority are more concerned with living their lives now without thinking about their lives in the future. Inflation is one of the factors that make someone need investment. As a result of inflation, the value of the money we have decreases in purchasing power due to the increase in prices of goods and services. A decrease in the purchasing power of this money can be avoided by investing it.

It is known that Indonesia is a developing country, but the Indonesian people's awareness and interest in investment are still relatively low. The financial orientation of the people is still short-term or in the saving society category. When compared with other developed countries, the orientation is more towards the long term or in the investment society category.

Awareness of financial management in developed countries is so great that they are able to set aside 30% of their income for investing. Investment is the main motor of a country's economic growth. With investment, it can enrich the business world because the business world needs capital. An advanced business world can certainly have a positive influence on the country's economy. But unfortunately, investment is still too foreign for most Indonesians.

There are many options or places that investors can use to invest in the hope of gaining profits for the coming period. Investments can be in the form of cash, deposits, buying land/buildings, or buying securities such as shares, mutual funds, and others. With the increasing number of investment products, investment has become very complex, especially for ordinary investors who do not really understand the

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ins and outs of investing. Before investing, investors must have a strategy to achieve their expected goals and also understand the risk factors that will affect their investment.

The best investment is to invest in financial products that investors know well about the growth potential and risks they will face. Most investors make mistakes in investing because they invest emotionally without considering risk just because they want to get a high rate of return in a short time (instantly). Stocks, for example, will be very risky if investors make transactions based only on emotions and do not understand how they work. The return on investment obtained by investors can be in the form of capital appreciation, income, or a combination of both.

Many people don't want to invest in shares because they are afraid of the risks. Indeed, when the stock market is volatile, it is not impossible that the value of the shares you own will fall. That's the fact. There is no investment product that does not have risk. Even though it is seen as a prospective investment area, many investors still recoil when invited to invest in shares. The main reason is due to minimal knowledge about shares, lack of trust among investors who are afraid of the risks of investing in shares.

2. Literature Review
Definition of investment

investment activities carried out by the community continuously will increase economic activity and employment opportunities, increase national income, and increase the level of community prosperity.

Definition of investment interest

interest is a person's feeling of liking a certain object, an event, or an object. Measurement of this aspect of interest can be done by registering several questions. According to Peter Salim and Yeny Salim, interest is considered to be an intermediary of several factors that have a certain impact. The interest shows how hard a person tries and shows how much effort is needed to achieve something (Haris, 2018). The characteristics of someone who is interested in investing can be seen from the amount of effort in finding a type of investment from the advantages, weaknesses, and investment performance (Fajar, 2018).

Types of investment
Shares

Shares are proof of ownership of the value of a company. Shares can be defined as a sign of capital participation of a person or business entity in a company or limited liability company. The purpose of share ownership is to make a profit. Profits are obtained from dividends distributed in accordance with the capital participation or shares.

Bonds

Bonds are long-term written bond contracts entered into by an indebted party that is obliged to pay its debts with interest (bond issuer) and a party that receives payments or receivables it owns along with interest (bondholders), generally without pledging an asset. Bonds are long-term debt securities issued by central and local governments, state-owned enterprises, and private companies.

Mutual funds

Mutual funds are one of the investment alternatives for the public, especially for small investors who do not have much time and expertise to calculate the risk of their investment.

Investment objectives

Abdullaevich (2020), Mulyana (2019), Purwohandoko (2019), Tandelilin (2017), and Halim (2015) stated that the purpose of investing can vary from one investor to another, where the purpose of investing funds is to keep funds safe, to help the fund grow, to get a steady stream of income, to minimize the tax burden, etc.

Factors affecting investment

There are several factors that affect the level of investment, consisting of the level of profit to be obtained, interest rates, forecasts of future conditions, and technological advances.

3. Methods

The population in this study were all active students of Universitas Mercu Buana Yogyakarta in 2019-2022. Students have taken a financial management course. The sample in this study was 62 participants. The regression analysis used for this research is multiple regression analysis with data processing using SPSS software. Multiple regression analysis methods include descriptive statistics, regression model estimation tests, and hypothesis testing. Multiple linear regression analysis:

$$Y = \beta0 + \beta1x1 + \beta2x2 + \beta3x3 + \beta4x4 + \epsilon$$

4. Results and Discussion

Several classic assumption tests used to assess the regression equation used do not occur or are free from classical assumptions, namely, free from symptoms of normality, multicollinearity, autocorrelation, and heteroscedasticity. Based on regression data analysis, the equation is obtained;

$$Y = 17,686 - 0,605 + 3,0265 - 2,272$$

The results of testing the significance of the regression coefficient of the Investment Education variable (H1) in this study state that the magnitude of the inflation regression coefficient is -0.583, and the significance value is 0.242, which means greater than 0.05. Based on this, it can be concluded that the Investment Education variable has no effect on Student Investment Interest, so the first hypothesis, H1 of this study, is not accepted.

The results of testing the significance of the inflation variable regression coefficient (H2) in this study state that the magnitude of the inflation regression coefficient is 2.943, and the significance value is 0.118, which is greater than 0.05. Based on

this, it can be concluded that the Risk Perception variable has no effect on Student Investment Interest, so the first hypothesis, H2 of this study, is not accepted.

The results of testing the significance of the Technology Progress regression coefficient (H3) in this study state that the magnitude of the Technology Progress regression coefficient is -2.203, and the significance value is 0.222, which is greater than 0.05. Based on this, it can be concluded that the Technological Progress variable has no effect on stock investment interest, so the first hypothesis, H1 of this study, is not accepted.

The results of this study indicate that Investment Education has a negative and insignificant effect on stock investment interest. This is evidenced by the calculated t value of -1.178 with a significance level of 0.242, greater than the significant standard of 0.05, which means that the Investment Education variable has no significant effect on Student Investment Interest. Based on the results of hypothesis testing, it can be explained that with more education variables, student investment interest in stocks has increased, but that way, investment education does not affect stock investment Interest because the significant value is above the standard 0.05.

The results of testing the significance of the risk perception regression coefficient (H2) in this study state that the magnitude of the risk perception regression coefficient is 2.943, and the significance value is 0.118, which means it is greater than 0.05. Based on this, it can be concluded that the perception variable has no effect on student investment interest, so the second hypothesis, H2 of this study, is not accepted. This is evidenced by the t value of 1.581 with a significance level of 0.118, which is greater than the significant standard of 0.05, which means that the risk perception variable has no significant effect on stock investment interest. Based on the results of hypothesis testing, it can be explained that with more knowledge related to risk perception, students'

investment interest in stocks has increased, but that way, risk perception does not affect students' investment interest because the significant value is above the standard 0.05.

The results of the simple linear regression analysis show that the technological progress variable has a negative and significant effect on student stock investment interest. The technological progress variable has a t value of - 1.230 and a significant value of 0.222, which means greater than 0.05. Based on the results of hypothesis testing, it can be interpreted that with higher technological progress, student investment interest in stocks has increased, but that way, technological progress does not affect student investment interest because the significant value is above the 0.05 standard. The research results obtained in this study support previous research conducted by Cahya et al. (2019), which states that technological progress has no significant effect on investment interest.

5. Conclusion

Investment education has no effect on the investment interest of students of the Faculty of Economics, Universitas Mercu Buana Yogyakarta. Perception of risk has no effect on the investment interest of students of the Faculty of Economics, Universitas Mercu Buana Yogyakarta. Technological progress has no effect on the investment interest of students of the Faculty of Economics, Universitas Mercu Buana Yogyakarta.

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