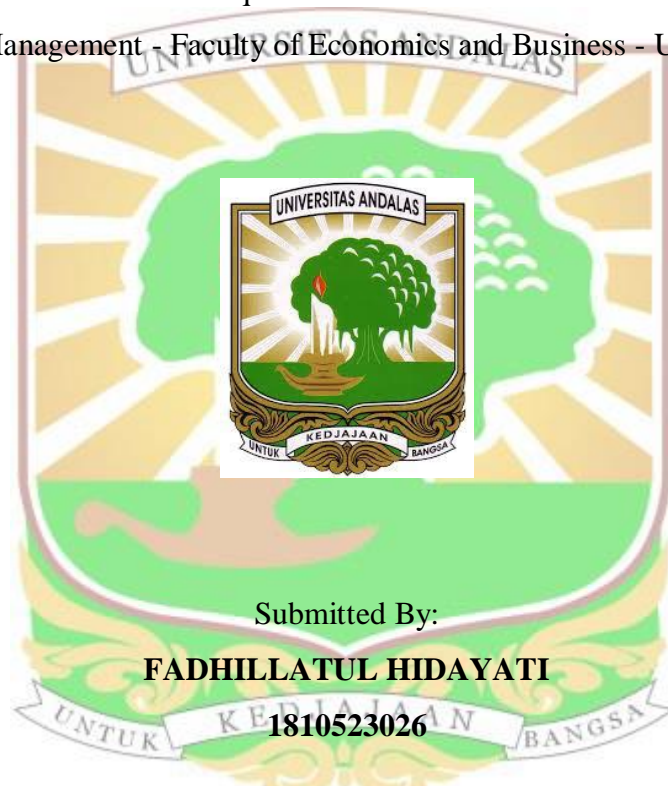


THE INFLUENCE OF CAPITAL MARKET TRAINING, RETURN & RISK PERCEPTIONS, AND TECHNOLOGY ADVANCES ON INVESTMENT INTEREST IN THE CAPITAL MARKET

(A CASE STUDY : UNDERGRADUATE STUDENT OF ECONOMICS AND BUSINESS FACULTY, UNIVERSITAS ANDALAS)

THESIS

Submitted as one of the requirements for achieve a bachelor degree in
Department of Management - Faculty of Economics and Business - Universitas Andalas



Submitted By:

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The Influence of Capital Market Training, Return & Risk Perceptions, and Technology Advances on Investment Interest in The Capital Market (A Case Study : Undergraduate Student of Economics and Business Faculty, Universitas Andalas)

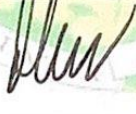
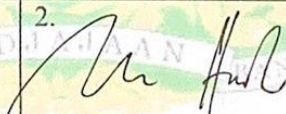
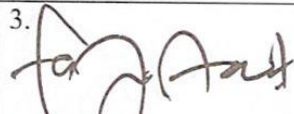
*Thesis by Fadhilatul Hidayati
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ABSTRACT

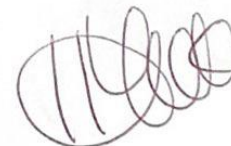
In the last few years, the number of investors in the capital market has increased during Covid-19 pandemic. One of the reasons for this increase has come from the young generations. The young generations has begun to be interested in entering the investment world, especially in stock. Students are part of the young generations who have potential to become investors in the capital market. The purpose of this research is to determine the affect of capital market training, return perception, risk perception, and technology advances on investment interest of Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market. This research used non-probability sampling and purposive sampling. The type of research is quantitative with distributing online questionnaire to Undergraduate Student of Economics and Business Faculty, Universitas Andalas from Campus I Limau Manis Batch 2018-2021 who's still actively in studying. There are 100 respondents taken from online questionnaire. To process the research data, it was carried out using SPSS software version 26.0 for Windows and Microsoft Excel 2019. The results showed that capital market training, return perception, risk perception, and technology advances has a positive and significant affect on investment interest of Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market.

Keywords: *Capital Market Training, Return Perception, Risk Perception, Technology Advances, Investment Interest*

This thesis is already examined and passed on July 26th, 2022. This abstract already approved by supervisor and examiners :

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