

CHAPTER V

CONCLUSION

5.1 Conclusion of Research

The research was conducted 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. From the results of data processing carried out, the following conclusions are obtained:

- 1) Capital market training has a positive and significant affect on investment interest of Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market. This means that the higher the understanding level of capital market training of Undergraduate Student of Economics and Business Faculty, Universitas Andalas, the higher the investment interest in the capital market.
- 2) Return perception has a positive and significant affect on investment interest of Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market. This means that the higher the understanding level of return perception of Undergraduate Student of Economics and Business Faculty, Universitas Andalas, the higher the investment interest in the capital market.
- 3) Risk perception has a positive and significant affect on investment interest of Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market. This means that the higher the understanding level of risk perception of Undergraduate Student of Economics and Business Faculty, Universitas Andalas, the higher the investment interest in the capital market.
- 4) 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. This means that the higher the understanding level of technology

advances of Undergraduate Student of Economics and Business Faculty, Universitas Andalas, the higher the investment interest in the capital market.

5.2 Implication of Research

Based on the results of the research, it can be found important implication related to stock investment interest in the capital market, especially from Undergraduate Student of Economics and Business Faculty, Universitas Andalas. The four instruments studied in this research consisting of capital market training, return perception, risk perception, and technology advances has a positive and significant affect on investment interest of the Undergraduate Student of Economics and Business Faculty, Universitas Andalas in the capital market. This shows that knowledge related to investing in the capital market or capital market training must be have by an individual to increase desire, before going directly to carry out an activity or stock transaction in the capital market. Beside capital market training, the assumption of an individual to get a high return on investment activity is able to encourage investment interest in the capital market. Then, the risk that will always exist in every investment activity. As we know that return and risk are two things that cannot be separated in investment activity, the higher the expected return, the higher the risk that will be faced. Knowing this, risk perception make an individual's interest to invest in the capital market increase. Likewise with the existence of technology advances that complement investment activity in the capital market by providing convenience to every user. Ease of learning technology and using technology such as searching for information, analyzing, and to the stage of investing in the capital market. This convenience is able to increase the desire and attract an individual to participate in investing in the capital market. Even though there is convenience, the number of investors in the capital market is still far from the total population of Indonesia.

This research reveal that capital market training, return perception, risk perception, and technology advances are important variables in increasing student interest and desire to be able

to participate in investing in the capital market. This research contribute result that try to reveal that Undergraduate Student of Economics and Business Faculty, Universitas Andalas have hopes for investors, IDX, securities companies, and GIBEI to conduct more socialization to students through various innovative approaches. Especially those related to capital market training, return perception, risk perception, and technology advances on investment interest in the capital market. So that, it will more increase the interest of students to participate in becoming one of the investors in the capital market.

5.3 Limitation of Research

The researcher realize that the results of this research are not perfect and have the limitation that are beyond the ability of the researcher. Therefore, the limitation of this research is expected to be a concern for future research. Some of the limitations in this research include:

- 1) The object of this research is limited to Undergraduate Student of Economics and Business Faculty, Universitas Andalas. So that the implications of this research are relevant only for these students and do not generalize to students outside of it.
- 2) Research data collection was carried out online via Google Form, this was due to unfavorable condition due to the Covid-19 pandemic. Of course this will affect the results of this research.
- 3) The researcher only considers four independent variables are capital market training, return perception, risk perception, and technology advances to the dependent variable is investment interest. So, it is impossible to know as a whole what variables are able to affect investment interest.
- 4) This research was conducted during the Covid-19 pandemic which affected the level of investment interest in the Undergraduate Student of Economics and Business Faculty, Universitas Andalas. So, for future research when the Covid-19 pandemic has ended

there will be the possibility of getting different results from this research because the situation will also be different.

5.4 Suggestion of Research

Based on the conclusion, implication and limitation of this research, there are several suggestions that need to be considered, including the following:

- 1) For further researchers, it is hoped that this research can be an additional reference and use more sample so that the resulting data is more accurate.
- 2) For further researchers, it is hoped that they can conduct research by increasing independent variable such as minimal capital that can affect the dependent variable of investment interest.
- 3) For researchers who conduct further research can examine different object in this research so as to add the literature review related to capital market training, return perception, risk perception, technology advances, and investment interest.
- 4) For further research, this research can be used as a reference for literature review for researchers who are interested in conducting research on capital market training, return perception, risk perception, technology advances, and investment interest.

