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Analysis of Determinants of Student Interest in Investing in The Capital Market

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Abstract. Investing in the capital market has not been fully understood and in demand by various circles, especially students. This study aims to analyze the influence of motivation, knowledge of investment, minimal investment capital, and the benefits of investment on the interest in investing in students in the capital market. The study was conducted at STIE Kesatuan in June 2018 for 200 students as respondents. Data analysis was performed using the PLS approach method for structural equation modeling. The results of the analysis show that the four exogenous variables positively and significantly influence the interest in investing in students. To increase the interest in investing in students in the capital market, they need to be made aware of the knowledge and benefits of investment, the minimum investment capital should be informed and the motivation to invest is enhanced.

Keywords : Capital Market, Student, Investing, SEM-PLS