

ANALYSIS OF FACTORS AFFECTING STUDENT INTEREST TO INVEST IN STOCK IN THE INDONESIA STOCK EXCHANGE (Study among FE Students at Yogyakarta State University)

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ABSTRACT

This study aims to analyze the effect of financial literacy, asymmetric information, technological advances, and minimum capital requirements both partially and simultaneously on risk aversion and student interest in investing.

This type of research is associative with a quantitative approach. Data collection techniques using questionnaires and interviews. The research sample consisted of 140 students of the Faculty of Economics, UNY, who were taken using a purposive sampling technique. Data analysis technique using Path Analysis.

The results of the study show that financial literacy, asymmetric information, technological advances, and minimum capital requirements for students partially or simultaneously have a significant effect on risk aversion. However, it has no influence on students' interest in investing. However, when the intervening risk aversion variable is added, the indirect effect becomes significant.

Kata Kunci: financial literacy, asymmetric information, technological advances, minimum student capital requirements, risk aversion, and student interest in investing