

***INVESTMENT LITERACY IN THE CAPITAL MARKET AMONG
UNIVERSITY AND POLYTECHNIC STUDENTS
IN SOUTH SUMATERA***



SKRIPSI

Disusun untuk Memenuhi Syarat Menyelesaikan Pendidikan Sarjana
Terapan(D-IV) Akuntansi Sektor Publik pada Jurusan Akuntansi
Politeknik Negeri Sriwijaya

Oleh:

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061840511929

POLITEKNIK NEGERI SRIWIJAYA

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KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
POLITEKNIK NEGERI SRIWIJAYA

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ABSTRACT

One of the goals and dreams of most people is to be able to live financially independent. There are many ways to achieve this, one of which is by investing. One of the main causes of failure in investing is, apart from not having specific and measurable financial goals in investing, it is also due to the lack of investment literacy among many people. Therefore, investment literacy is very important so that people can manage their finances to prepare for their future. This study aims to examine how the effect of investment literacy on investment returns in the capital market. This research is a type of causality research. By using a sample of 338 university and polytechnic students in South Sumatra. Determination of the sample is done by using simple random sampling technique. Data collection techniques in this study used primary data in the form of a questionnaire. Questionnaires were distributed online to the target population of students in South Sumatra using Google Forms. The questionnaire used in this study is a closed type of questionnaire, so that respondents only choose the answer choices that have been provided. The data analysis technique used is multiple linear analysis. The results showed that only pocket money had an effect on investment returns, while motivation, knowledge and benefits had no effect. All independent variables, namely pocket money, motivation, knowledge and benefits simultaneously affect the investment return variable by 38.1% of the investment return, while the other 61.9% is influenced by other variables not explained in this study.

Keywords: Investment Literacy, Capital Market, Motivation, Knowledge, Benefits.

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