

***THE INFLUENCE OF STUDENTS' PERCEPTIONS OF INVESTING ON STOCK
INVESTING INTERESTS***

(Survey on Students of FKIP University Pasundan Economic Education Study Program)

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ABSTRACT

Economic growth should be carried out simultaneously with economic development, which means it can increase per capita income by managing potential economic forces such as natural resources and land, the number and quality of labor, available capital goods, the level of technology used and social and economic systems. people's attitudes. So from the other side, investment is a management of empowering funds invested in a resource in the hope of getting more results or added value in the future.

This research aims to find out: (i) To find out Students Perceive Investment (ii) To find out Interest In Investing Shares (iii) To find out Is the effect of students' perception of investment on Investing Interest. The method used is the survey method by having a sample of 86 students in 2017 FKIP Unpas Economic Education Study Program. To look for influence, the data analysis used is a simple linear regression analysis. The results are as follows: (i) Student perception of investment shows quite good results. This is based on the results of data that shows an average score of 3.01 with a fairly good category. (ii) Interest in Investing In Stocks shows with a score of 4.16 which is in the category classified as High. (iii) From the results of simple linear regression shows there is an influence of student perceptions about investment on interest in investing in stocks. With an R Square value of 0.202, it can be interpreted that students' perceptions of investments contribute 20.2% to stock investing interest.

Keywords: *Student Perception, Investment, Investing Interest, Stocks.*