

ANALYSIS OF FACTORS AFFECTING STUDENT'S INTEREST TO MANAGE FINANCIAL INVESTMENT IN THE FORM OF DIGITAL INVESTMENT DURING THE COVID-19 PANDEMIC

Vella Vionita¹, Tri Darma Rosmala Sari², Dwi Tirta Kencana³
Universitas Teknokrat Indonesia¹²³

vellavionita29@gmail.com

Abstract

This study aims to determine the effect of investment knowledge, convenience, risk, and minimal capital on student interest in managing finances through digital investments during the COVID-19 pandemic. This type of research is quantitative research, using a questionnaire as a research instrument. The population of this research is accounting majors that have taken or have taken capital market theory courses. This study used 96 respondents from universities in Bandar Lampung. The data was obtained in the form of answers from respondents and processed using SPSS version 22. Respondent data were analyzed using descriptive analysis, validity, reliability, and multiple linear tests. The results of this study state that investment knowledge and convenience have a positive and significant effect on students' interest in managing finances in the form of digital investments during the covid-19 pandemic, while risk and minimal capital do not influence students' interest in managing finances in the form of digital investments in the future covid-19 pandemic. The implications of this research can contribute to students' understanding and be more interest in using digital investments.

Keywords: Investment Knowledge, Convenience, Risk, Minimal Capital, Digital Investment

INTRODUCTION

The COVID-19 pandemic over the past 2 years has significantly impacted public health, the rapid spread of the virus has resulted in the number of victims continuing to increase every day. As is the case in Indonesia, according to Our World in Data, it has reached 4.26 million cases and 144,000 people have died from the COVID-19 virus and it is estimated that this number will continue to grow aggressively. Not only affecting health, the COVID-19 pandemic also affects the education, economy, and social life of the community.

To meet future needs, one thing that can be done is to invest. Investment is a commitment to invest funds in a certain period to get payments in the future as compensation for investors for (1) the time during which the funds are invested; (2) the expected inflation rate; (3) uncertainty of future payments (Reilly & Norton, 2007).

With the emergence of technological advances in the financial sector or what is called Fintech (Financial Technology), it is easier for people to transact using smartphones, as well as invest. The rapid development of technology caused by the covid-19 pandemic has encouraged the emergence of new styles of investment such as stocks, cryptocurrencies, bonds, mutual funds, and gold that can be managed through applications. Various advantages can be obtained through digital investment, one of which is that investors can adjust the chosen instrument to invest.

At the end of 2020, Single Investor Identification (SID) recorded a surge in investors 4 times higher than the previous year. This increase in the number of investors is supported by the digitalization process in the capital market. In particular, opening an investment account through financial technology or fintech.

From the many conveniences of using investment applications, there are still many people who have not been able to take advantage of the sophistication of this technology. People tend to view the investment as taboo and difficult to do due to a lack of knowledge. On the other hand, the public also considers that investment requires a large enough capital in the transaction so many people discourage their intention to invest.

Seeing the many conveniences and increasing number of investors in using digital investments, it does not release any losses or risks that occur, in this phenomenon people tend to be attracted to investments that promise high profits or interest on the invested capital so they are tempted to follow illegal investments.

LITERATURE REVIEW

Theory of Planned Behavior

The theory of planned behavior describes that a particular individual's behavior is determined by the intentions that arise from the individual himself. This theory is a development of the previous theory, namely the theory of reasoned action. Behavioral intention is a proxy for the theory of planned behavior which has dimensions of attitude, norms, and behavioral

control. These three dimensions will provide a form of behavior on whether individuals will accept or reject what they face (Ajzen, 1991).

Investment Knowledge

Investment knowledge is a science in the form of investment theories that are understood and understood. Investment knowledge is needed as the basis for making investment decisions. Investment knowledge is an understanding of various investment aspects that must be owned by individuals starting from basic knowledge, risk levels and returns (Pajar, 2017).

Convenience

Ease is a person's belief in a technology which when used is not troublesome or does not use a lot of effort (Yaufi, 2014). Technology that is developing rapidly has a positive impact such as accelerating and facilitating information and communication, making work more effective and efficient and enabling all work to be done online.

Risk

According to Probo & Surya, (2011) risk preference means the actions of someone who is more likely to take risky choices. Risks in investment management are deviations that are greater than the desired rate of return against the obtained returns (Jogiyanto, 2014).

Minimum Capital

Minimum capital is the initial deposit when opening an account in the capital market for the first time. The minimum capital policy is the minimum limit for opening an account that has been determined by a securities company (A. Wibowo, 2019).

Hypotheses

Investment knowledge is knowledge gained by an investor through previous investment literacy which is then understood and remembered so that he can become a successful investor in order to process the funds he has for future profits (Wibowo, 2018). Research conducted by Hati & Harefa, (2019) states that capital market knowledge has a positive effect on interest in investing in the capital market.

H1: Knowledge has a positive effect on student interest in managing finances in the form of digital investments.

Ease of investing has been provided by securities companies in the form of an online trading system, namely a stock buying and selling system via an internet connection. Convenience means an individual's confidence in the technology used that will not be a hassle and cause great effort. According to Nurdin et al., (2020) stated that convenience has a positive effect on interest in transactions using financial technology (Fintech).

H2: Ease has a positive effect on students' interest in managing finances in the form of digital investments.

Risk perception is a form of understanding or consideration of a risk based on experience or beliefs possessed (Slovic, 2000). Research conducted by Wulandari et al., (2017) states that there is no influence between risk perception on student interest in investing online.

H3: Risk has a negative effect on students' interest in managing finances in the form of digital investments.

Considerations regarding minimum capital must be made before investing because in it there is an estimate of the funds issued, the minimum funds needed, the higher someone's interest in investing (Pajar, 2017). According to Raditya et al., (2014) stated that the minimum investment capital is a discount at the department store which triggers someone to shop.

H4: Minimum Capital has a positive effect on student interest in managing finances in the form of digital investments.

The research of Wulandari et al.,(2017) shows that perceptions of convenience, capital and perceived risk have a simultaneous effect on student interest in online investment. In line with the research conducted by Hati & Harefa (2019), it shows that risk perception and knowledge have a simultaneous effect on investment interest.

H5: Investment knowledge, convenience, risk, minimal capital have a simultaneous effect on student interest in managing finances in the form of digital investments during the covid-19 pandemic

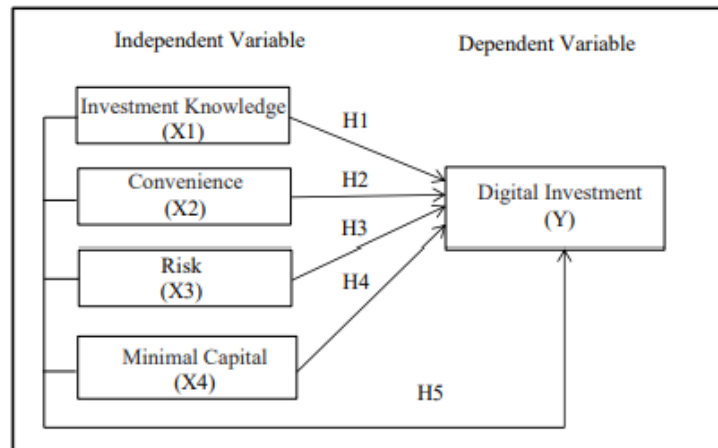


Figure 1 Research framework

RESEARCH METHOD

Population and Sample

The population is an abstraction area consisting of subjects and objects with the qualities and characters determined by the researcher while the sample is part of the number and characteristics possessed by the population (Sangadji & Sopiha, 2010:185-186). In this study, the population used was accounting students at the University in Bandar Lampung.

While the sample was determined using a purposive sampling technique, namely determining the sample based on certain criteria. The purposive sampling technique itself was used because the implementation of this research sample identified students with the following criteria :

Table 1 Sample Criteria

No	Criteria	Description
1	Age	17-27 Years
2	Programs Study	Accounting
3	Status	Student status active 5-14
		Students who have received the Capital Market Theory course
		Students from private and state universities
		Students studying in Bandar Lampung

Source : Data processed with SPSS 2022

Data collection technique

The data collected in this study used a survey method by distributing questionnaires in online form. The selected respondents are students who are still actively participating in lectures at universities in Bandar Lampung.

Analysis Method

This study uses quantitative techniques, using questionnaires as research instruments and processed using SPSS version 22. Quantitative research is a process in which the researched data is expressed in the form of numbers and analyzed using statistical techniques according to E.G. Carmines and R.A. Zelle in (Sangadji & Sopiha, 2010).

Operational Variables

1. Dependent variable:

- Digital investment (Y1)

2. Independent variables:

- Investment knowledge (X1)
- Convience (X2)
- Risk (X3)
- Minimum capital (X4)

Table 2 Research Questionnaire Indicator

Variable	Indicator	Symbol	Source
Investment knowledge	There is encouragement	X1.1	Tumewu, (2019); aini et al., (2019); Suyanti & Hadi, (2019); Taufiqoh et al., (2019); Yusuf, (2019)
	There is a change	X1.2	
	There is an intention	X1.3	
	There is determination	X1.4	
	Start planning	X1.5	
Convenience	Easy to understand	X2.1	Sharkey <i>et al.</i> , (2010)
	Clear	X2.2	
	Easy to understand	X2.3	
Risk	Risking Privacy	X3.1	Maziriri et al., (2019);
	Financial risk	X3.2	
	Feeling cheated	X3.3	
	perceived security	X3.4	
Minimum capital	Capital IDR 100,000	X4.1	Siti et al., (2021)
	Affordable Investment	X4.2	
	Free to Reduce or Add Stock	X4.3	
	1 lot 100 Shares	X4.5	
Digital investment	Investment Information	X5.1	Siti et al., (2021)
	Promising Return	X5.2	
	Attractive Investment	X5.3	

Source : Data processed with SPSS 2022

RESULTS AND DISCUSSION

Investment Information Promising Return Attractive Investment Based on the data obtained in the questionnaire, the characteristics of the respondents can be seen in the categories of age, semester and university origin. The following data are presented in this study:

Table 3 Characteristics of respondents by age

No	Age Range	Frequency	Percentage
1	17-20	17	17,7%
2	21-27	79	82,3%
Total		96	100%

Source : Data processed with SPSS 2022

From these data it can be concluded that from 96 respondents, the age range of 21-27 is more than the age range of 17-20 years.

Table 4 Characteristics of respondents based on semester level

No	Semester	Frequency	Percentage
1	5	13	13,5%
2	6	21	21,9%
3	7	19	19,8%
4	8	30	31,3%
5	9	13	13,5%
Total		96	100%

Source : Data processed with SPSS 2022

From these data it can be concluded that from 96 respondents, the semester level of students who filled out the questionnaire was only from semester 5 to semester 9.

Table 5 Characteristics of respondents based on university origin

No	Origin University	Frequency	Percentage
1	Universitas Lampung	18	19,8%
2	Universitas Bandar Lampung	17	17,7%
3	Universitas Teknokrat Indonesia	28	29,2%
4	Universitas Malahayati	10	10,4%
5	Universitas Raden Intan Lampung	15	15,6%
6	Universitas Saburai	7	7,3%
Total		96	100%

Source: Data processed with SPSS 2022

From these data, it can be concluded that of the 96 respondents, the largest number of respondents came from Indonesian Technocrat University students as many as 28 respondents.

Descriptive Analysis

Table 6 Descriptive test results

Variable	TCR (%)	Criteria
Investment knowledge	84,1	Good
Convenience	77	Good
Risk	73,21	Good
Minimum capital	79,63	Good
Digital investment	79,37	Good

Source: Data processed with SPSS 2022

Based on the results of the descriptive analysis conducted, the results show that the variables of investment knowledge, convenience, risk, and minimal capital have an influence on students' interest in managing finances in the form of digital investments and fall into a good category.

Validity test

Validity Test Validity test is a test to measure the validity of a tool that has been compiled. This validity test uses a significance level of 5% and the r table value is 0.206. This value will be used as a benchmark in testing the validity of each variable. The results of the validity test in this study can be seen as follows:

Table 7 Validity Test Results

Variable	Item	Score Rcount	Score Table	Sig	Description
Investment Knowledge (X1)	X1.1	0,616	0,2006	0,000	Valid
	X1.2	0,720	0,2006	0,000	Valid
	X1.3	0,831	0,2006	0,000	Valid
	X1.4	0,679	0,2006	0,000	Valid
	X1.5	0,748	0,2006	0,000	Valid
	X1.6	0,804	0,2006	0,000	Valid
Convenience (X2)	X2.1	0,776	0,2006	0,000	Valid
	X2.2	0,788	0,2006	0,000	Valid
	X2.3	0,825	0,2006	0,000	Valid
	X2.4	0,800	0,2006	0,000	Valid
	X2.5	0,717	0,2006	0,000	Valid
Risk (X3)	X3.1	0,693	0,2006	0,000	Valid
	X3.2	0,538	0,2006	0,000	Valid
	X3.3	0,771	0,2006	0,000	Valid
	X3.4	0,684	0,2006	0,000	Valid
	X3.5	0,530	0,2006	0,000	Valid
	X3.6	0,702	0,2006	0,000	Valid
	X3.7	0,583	0,2006	0,000	Valid
Minimal Capital (X4)	X4.1	0,788	0,2006	0,000	Valid

	X4.2	0,829	0,2006	0,000	Valid
	X4.3	0,836	0,2006	0,000	Valid
	X4.4	0,736	0,2006	0,000	Valid
Digital Investment (Y1)	Y1.1	0,792	0,2006	0,000	Valid
	Y1.2	0,806	0,2006	0,000	Valid
	Y1.3	0,823	0,2006	0,000	Valid
	Y1.4	0,790	0,2006	0,000	Valid

Source: Data processed with SPSS 2022

Reliability Test

A reliability test is a tool used to measure indicators or constructs in the questionnaire. Instruments are said to be reliable when they produce the same data when measured many times. Reliable data was tested using the Cronbach Alpha formula and was said to be reliable if the variable gave a Cronbach Alpha coefficient value > 0.60 . The results of the reliability test in this study can be seen as follows:

Table 8 Reliability test results

Variable	Cronbach's Alpha	N	Description
Investment knowledge	0,827	6	Reliable
Convenience	0,838	5	Reliable
Risk	0,766	7	Reliable
Minimum capital	0,807	4	Reliable
Digital investment	0,783	4	Reliable

Source: Data processed with SPSS 2022

F test

The F test is used to see the level of significance between the independent variables and the dependent variable. This test has criteria if the value of $f_{count} > f_{table}$ or significance value < 0.05 , then there is a simultaneous effect between the independent variable and the dependent variable. The results of the F test in this study can be seen as follows:

Table 9 F test results

Model	F	Sig	Criteria	Description
Regression	8,733	0,000	$< 0,05$	Simultan

Source: Data processed with SPSS 2022

Based on table the f table value is 8.733 $>$ the calculated f value is 2.46 and the significance value is 0.00 $<$ 0.05. So the research results are accepted and there is a simultaneous effect.

T test

T test is used to determine whether the independent variables (Investment Knowledge, Ease, Risk, and Minimum Capital) affect the dependent variable (Digital Investment) individually. This T test has criteria if $T_{count} > T_{table}$ or sig value < 0.05 then the hypothesis is accepted. The results of the T test in this study can be seen as follows:

Table 10 T test results

Variable	T	Sig	Description
Investment knowledge	4,592	0,000	Significant
Convenience	2,186	0,031	Significant
Risk	-1,278	0,204	Not significant
Minimum capital	-0,463	0,644	Not significant

Source : Data processed with SPSS 2022

Based on the test results, the following results were obtained:

1. The t value of the variable Knowledge Investment on Digital Investment is 4.592 $>$ t table of 1.990 and a significance value of 0.000 $<$ 0.05. These results can be concluded that Investment Knowledge has an effect on Digital Investment (H1 is accepted).
2. The t value of the Ease of Digital Investment variable is 2.186 $>$ t table is 1.990 and the significance value is 0.031 $<$ 0.05. These results can be concluded that Ease affects Digital Investment (H2 is accepted).

3. The calculated t value of the Risk to Digital Investment variable is $-1.278 < t$ table of 1.990 and the significance value is $0.204 > 0.05$. These results can be concluded that Risk has no effect on Digital Investment (H3 is rejected).
4. The t value of the Minimum Capital variable for Digital Investment is $-0.643 < t$ table of 1.990 and the significance value is $0.644 > 0.05$. These results can be concluded that Minimum Capital has no effect on Digital Investment (H4 is rejected).

Multiple Linear Test

Table 11 Multiple linear test results

Variable	B	Sig	Description
Constant	5,763	0,006	
Investment knowledge	0,381	0,000	Searah
Convience	0,172	0,031	Searah
Risk	-0,077	0,204	Tidak Searah
Minimum capital	-0,053	0,664	Tidak Searah

Source: Data processed with SPSS 2022

Based on the results obtained, the multiple linear test equations are as follows:

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 5,763 + 0,381 + 0,172 + (-0,077) + (-0,053) + e$$

From these equations it can be explained as follows:

1. The regression coefficient value of the Investment Knowledge variable is 0.381, so it can be concluded that Investment Knowledge has a unidirectional positive value.
2. The regression coefficient value of the Ease variable is 0.172, so it can be concluded that Ease has a positive and unidirectional value.
3. The regression coefficient value of the Risk variable is -0.077, so it can be concluded that Risk has a negative value and is not in the same direction.
4. The regression coefficient value of the Minimum Capital variable is -0.053, so it can be concluded that the Minimum Capital has a negative value and is not in the same direction.

CONCLUSION

1. Investment knowledge has a positive and significant impact on student interest in managing finances in the form of digital investments during the covid-19 pandemic. This happens because a person's high knowledge of investment creates a desire to invest.
2. Ease has a positive and significant impact on student interest in managing finances in the form of digital investments during the COVID-19 pandemic. This happens because the higher the perceived convenience level, the higher the user's perceived interest and convenience.
3. Risk does not have a significant influence on student interest in managing finances in the form of digital investments during the covid-19 pandemic. This happens because of the high uncertainty and consequences that a person receives, the lower the interest in using it and even tends to avoid digital investments.
4. Minimum capital does not have a significant influence on student interest in managing finances in the form of digital investments during the covid-19 pandemic. This happens because investors no longer consider that minimum capital is the most important consideration before deciding on an investment.

Research Limitations

Various obstacles faced and become limitations in this study, including:

1. Limitations in researching only students majoring in S1 Accounting, so it does not cover all existing majors.
2. Only students who have taken or are currently taking capital market theory courses.
3. The research period was during the covid-19 pandemic, so it could not describe the influence of the independent variable on the dependent variable before the covid-19 virus.

Suggestion

Based on the conclusions and limitations of this study, the researchers provide suggestions so that improvements can be made as follows:

1. The samples used in this study were 96 samples. So it is recommended to multiply samples to provide better results.

2. Further research can add independent variables to represent the factors that influence the use of digital investments.

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