THE EFFECT OF NOMINAL INVESTMENT CAPITAL, RETURN, RISK PERCEPTION, HEALTH, AND KNOWLEDGE ON STUDENT INTEREST WITH INCOME AS AN INVESTMENT MODERATION VARIABLES IN INVESTMENT GALLERY INDONESIA STOCK EXCHANGE UNIVERSITAS SUMATERA UTARA

Muhammad Pintor Nasution¹, Ade Fatma Lubis², Tapi Anda Sari Lubis³
¹,²,³Universitas Sumatera Utara
Pintor.nasution@yahoo.com

Abstract: The objective of the research was to analyze and find out the influence of nominal investment capital, return, risk perception, health, and knowledge on the interest in investment simultaneously and partially at Investment Gallery IDX-USU and to examine whether earnings could moderate the correlation of nominal investment capital, return, risk perception, health, and knowledge with the interest in investment at Investment Gallery IDX-USU. The population was 81 students who opened their stock accounts in Investment Gallery IDX-USU, and all of them were used as the samples, (census sampling technique). The data were analyzed by using multiple linear regression analysis and residual test for moderating variable. The result of the research showed that, simultaneously, the variables of nominal investment capital, return, risk perception, health, and knowledge had significant influence of the interest in investment at Investment Gallery IDX-USU. Partially, return and risk perception had positive and significant influence on the interest in investment, nominal investment capital had negative but significant on the interest in investment, while health and knowledge did not have any influence on the interest in investment. Earnings could moderate the correlation of nominal investment capital, return, risk perception, health, and knowledge with the interest in investment.

Keywords: Nominal Investment Capital, Return, Risk Perception, Health, Knowledge, Earnings.

1. INTRODUCTION

The capital market has a strategic important role in the Indonesian economy. In this case, the active role of capital market institutions is needed in building the Indonesian economy. In general, the capital market is a vehicle for the financial sector outside the banking sector to provide funds to the business world through the sale of shares, bonds and derivatives. (Septyanto, 2013).

Fluctuations in the movement of the index and stock prices provide space/opportunity for investors to obtain substantial profits, offered when compared to the interest income earned from the proceeds of depositing funds in the form of deposits or other savings products. It is undeniable that this fluctuating movement also risks harming investors (Almilia, 2010).

Every year the growth in interest in investing will increase, especially among students at the Universitas Sumatera Utara (USU). This can be seen in Table 1.1
every year students open securities accounts in the Investment Gallery of the Indonesia Stock Exchange (IDX).

Table 1.1. Report on the Number of Students Opening a Securities Account

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of new securities accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>8 person</td>
</tr>
<tr>
<td>2014</td>
<td>63 person</td>
</tr>
<tr>
<td>2015</td>
<td>60 person</td>
</tr>
<tr>
<td>2016*May</td>
<td>131 person</td>
</tr>
<tr>
<td>Total</td>
<td>262 person</td>
</tr>
</tbody>
</table>

Source: Gallery of Investment Indonesia Stock Exchange (IDX) USU

Investment Gallery Indonesia Stock Exchange University of North Sumatra has begun to provide convenience for prospective investors, for example by applying an online trading system (trading shares through the internet) or making the minimum deposit to be incurred by prospective investors easier. For students and general public, it is generally given convenience, a minimum deposit for investment through the Indonesia Stock Exchange Investment Gallery, University of North Sumatra is only one hundred thousand rupiah.

Investment decisions or someone interest of investing of course is motivated by an understanding of investment starting from the type of investment, return that will be obtained and the risks that will be faced. Every investor of course expects a suitable return. Return is defined as profits obtained through share ownership for a certain period of time. This advantage is expressed in a certain percentage of investment. Or stock returns are income that is entitled to investors because they invest funds in the form of shares. Return can also be a realized return that has occurred or an expected return that has not occurred but which is expected to occur in the future (Trisnawati, 2013).

A person's investment choices behind returns that affect his perceptions are against investment. According to Raditya (2014), every investor is able to question different risks, but of course they question the appropriate returns. Investing in calculating returns is not enough, but the risks borne by the investor also need to be considered. Because consideration of an investment is a trade-off of these two factors. An assessment of returns and risks arises because of awareness of reactions from investors.

Yuwono (2011) explains that health in the composition of one's financial assets is indirectly related. Declining health tends to reduce a person's total wealth, causing households to restructure the composition of their financial assets to adapt to these conditions. In a study conducted by Yuwono (2011) health has a significant influence on one's investment interest.

Knowledge of community interest in investing can be great in explaining the conditions or phenomena of public investment behavior (Yuwono, 2011). Yuwono (2011) found that knowledge has a positive and significant effect on student investment interest.
1.1. Research Question
Based on the background described above, the research question in this study are:

1. Does minimal investment capital, returns, risk perceptions, health, and knowledge affect on investment interest simultaneously and partially in the IDX Investment Gallery - USU?
2. Does income moderate the relationship of minimal investment capital, returns, risk perceptions, health and knowledge affect on investment interest in the IDX Investment Gallery - USU?

1.2. Research Purposes
Based on the research question, the purpose of this study is:

1. Analyzing and knowing the minimum investment capital, returns, risk perceptions, health, and knowledge affect on investment interest simultaneously and partially at the IDX Investment Gallery - USU.
2. Analyzing and knowing income can moderate the relationship of minimal investment capital, returns, risk perceptions, health and knowledge affect on investment interest in the IDX Investment Gallery - USU.

1.3. Benefits of Research
The benefits of this research are:

1. For researchers, the results of this study are expected to add insight and knowledge of researchers about the effect of accounting information on someone's interest in becoming an investor in the IDX Investment Gallery - USU.
2. For securities companies, the results of this study are expected to help exchange members (securities companies) in the IDX Investment Gallery - USU in implementing strategies to get more investors in the IDX Investment Gallery - USU.
3. For further researchers, the results of this study are expected to be another research reference material that examines the same thing.

1.4. Originality of Research
This study adopts Raditya (2014) research which examines the Effect of Minimal Investment Capital in BNI Securities, Returns and Perceptions of Risk on the Interest of Student Investment with Income as a Moderating Variable.

2. STUDY OF LITERATURE AND HYPOTHESIS DEVELOPMENT
2.1. Interest of Investing
According to Situmorang (2014) interest is a form of a person's attitude in the form of feeling more like and feeling attached to a thing or activity without IDXng told. While interest according to Slamento (1995) in Marpaung (2010) is a form of acceptance of a relationship between a person and something outside himself. The stronger or nearer the relationship, the greater the interest.
2.2. Nominal Investment Capital
Securities have begun to provide convenience for investors, both general investors and students. One of the securities companies in North Sumatra is at the IDX Investment Gallery - USU. Since its establishment in concrete on September 12, 2013 the program has been implemented.

2.3. Return
According to Trisnawati (2013) stock returns or stock returns are the income that is entitled to be obtained by investors because they invest funds in the form of shares. Return can also be a realized return that has occurred or an expected return that has not yet occurred but which is expected to occur in the future.

2.4. Risk Perception
According to Halim (2005) risks in the context of portfolios can be divided into two, namely:
1. Systematic risk is a risk that cannot be eliminated by diversifying, because this risk fluctuation is influenced by macro factors that can affect the market as a whole.
2. Non-systematic risk is a risk that can be eliminated by diversifying, because this risk only exists in one particular company or industry.

2.5. Health
Health is certainly an important factor in our daily lives and affects various aspects of other fields, both social relations, self-confidence work, and others. According to Berkowitz and Qiu (2006) suggest that the health and composition of one's financial assets are indirectly related. Declining health tends to reduce a person's total wealth, causing households to restructure the composition of their financial assets to adapt to these conditions.

2.6. Knowledge
Saneyoshi (2001) in his research states that in companies, employee stock ownership is very popular, but evidence is found that most investors do not really understand finance and probability theory.

2.7. Income
Income can be defined as additional economic capabilities that are received or obtained by each business both goods and services. Both originating from Indonesia or from outside Indonesia, which can be used for consumption or to increase the wealth of the person concerned, by name and in any form.
The research hypothesis is:
1. Minimum investment capital, returns, risk perceptions, health, and knowledge affect on investment interest simultaneously and partially at the IDX Investment Gallery - USU.
2. Income can moderate the relationship of minimal investment capital, risk perception, health, and knowledge with interest in investing in the IDX Gallery - USU.

3. RESEARCH METHODS
This study uses a quantitative approach, namely by testing the associative relationships of measured (parametric) research variables. The population used in this study were all students who opened securities accounts at the IDX Investment Gallery - USU. The sample selection uses the sample census method, which is that each population is used as a sample of respondents by distributing questionnaires to students who opened securities accounts on the IDX - USU for the 2014-2016 period. In this study the number of students opening securities accounts in 2013 to 2016 (May) was 262 people and a sample of 81 people at the Investment Gallery - USU.

3.1. Research Model

The data analysis method used in this study is multiple linear regression analysis and residual test for moderating variables.

\[
Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \\
Z = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \\
|e| = b_0 + b_1Y
\]

Information:
- \(Y\) : Interest of Investment
- \(X_1\) : Nominal investment capital
- \(X_2\) : Return
- \(X_3\) : Perception Risk
- \(X_4\) : Health
- \(X_5\) : Knowledge
- \(Z\) : Income
- \(e\) : error
- \(b_1\) to \(b_5\) : The direction of regression efficiency

4. RESULTS AND DISCUSSION

<table>
<thead>
<tr>
<th>Description of Research Variable Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Y)</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>X1</td>
</tr>
<tr>
<td>X2</td>
</tr>
<tr>
<td>X3</td>
</tr>
<tr>
<td>X4</td>
</tr>
<tr>
<td>X5</td>
</tr>
<tr>
<td>Z</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

4.1. Testing of Classical Assumptions

This research has been tested for validity and reliability first, and the results of the study indicate that they have passed. Classic assumption test shows data are normally distributed, do not experience multicollinearity, autocorrelation and heteroscedasticity between variables.

4.2. Hypothesis

Testing the hypothesis in this study using the coefficient of determination (R2), F test, t test and residual test (moderating).
4.3. **Determination Coefficient Test (R²)**

The value of the coefficient (R) is 0.859 which indicates the magnitude of the relationship between variables, with the coefficient of determination (Adjusted R square) of 0.738 or 73.8%.

4.4. **F Test**

In the F test in this study, a significant value of 0.000 is smaller than 0.05 so that it can be said that simultaneously the minimum investment capital variable, return, risk perception, health, and knowledge influence student investment interest in the IDX Investment Gallery - USU, as in the following F test table:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>145.097</td>
<td>5</td>
<td>29.019</td>
<td>42.489</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>51.224</td>
<td>75</td>
<td>.683</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>196.321</td>
<td>80</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y
b. Predictors: (Constant), X5, X1, X4, X3, X2

4.5. **t Test**

The results of the t test in this study are minimal investment capital, returns, and risk perceptions have p Value (sig) smaller than 0.05. It can be said that the variable minimum investment capital, return, and risk perception have a significant affect on student investment interest in the IDX-USU Investment Gallery. Return variable and risk perception have a positive and significant affect on student investment interest in the IDX-USU Investment Gallery. And minimal investment capital has a negative and significant affect on student investment interest in the IDX-USU Investment Gallery. While health and knowledge have no affect on student investment interest in the IDX-USU Investment Gallery, as in the following t-test table:

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.788</td>
<td>.973</td>
<td>2.865</td>
</tr>
<tr>
<td>X1</td>
<td>-.103</td>
<td>.050</td>
<td>-.123</td>
<td>-2.041</td>
</tr>
<tr>
<td>X2</td>
<td>.717</td>
<td>.131</td>
<td>.773</td>
<td>5.489</td>
</tr>
<tr>
<td>X3</td>
<td>.279</td>
<td>.067</td>
<td>.344</td>
<td>4.189</td>
</tr>
<tr>
<td>X4</td>
<td>-.064</td>
<td>.082</td>
<td>-.068</td>
<td>-.777</td>
</tr>
<tr>
<td>X5</td>
<td>-.060</td>
<td>.148</td>
<td>-.060</td>
<td>-.403</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y
From these coefficient values, the regression equation can be arranged as follows: \( Y = 2.728 - 0.103 X_1 + 0.717 X_2 + 0.279 X_3 - 0.064 X_4 - 0.060 X_5 \)

4.6. **Residual Test (Moderating)**

Performed to see whether the moderating variable can strengthen or weaken the influence of independent variables on the dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-1.222</td>
<td>1.206</td>
</tr>
<tr>
<td>X1</td>
<td>0.085</td>
<td>0.063</td>
</tr>
<tr>
<td>X2</td>
<td>0.304</td>
<td>0.162</td>
</tr>
<tr>
<td>X3</td>
<td>0.168</td>
<td>0.082</td>
</tr>
<tr>
<td>X4</td>
<td>-0.141</td>
<td>0.101</td>
</tr>
<tr>
<td>X5</td>
<td>0.662</td>
<td>0.183</td>
</tr>
</tbody>
</table>

a. Dependent Variable: KD_Z

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.670</td>
<td>0.578</td>
<td>4.616</td>
<td>0.000</td>
</tr>
<tr>
<td>Y</td>
<td>-0.159</td>
<td>-0.359</td>
<td>-3.418</td>
<td>0.001</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Moderating

Equation of residual test results:
\( Z = -1.222 + 0.085 X_1 - 0.304 X_2 - 0.168 X_3 - 0.141 X_4 - 0.662 X_5 \)
\( | e | = 2.670 - 0.159 Y \)

Significant value of 0.01 is smaller than alpha 0.05 with negative parameter coefficient value which is - 0.159, then the income variable can moderate the
relationship between minimum investment capital, return, risk perception, health, knowledge, and income with investment interest variables.

5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

5.1. Conclusions
From the results of the research that has been done, it can be concluded:
1. Simultaneously the minimum investment capital, returns, risk perceptions, health, and knowledge have a significant effect on student investment interest in the IDX Investment Gallery - USU.
2. Partially:
   a. Return and risk perception have a positive and significant effect on investment interest.
   b. Minimum investment capital has a negative and significant effect on investment interest.
   c. Knowledge and health do not affect investment interest.
3. Income can moderate the relationship of minimal investment capital, returns, risk perceptions, health, and knowledge with investment interest.

5.2. Limitations
This study has the following limitations:
1. This study examines five variables, namely minimal investment capital, return, risk perception, health, and knowledge of student investment interest in the IDX Investment Gallery - USU, and only return variables, and risk perceptions that have a positive and significant effect on student investment interest in the Gallery IDX Investment - USU, so that there may be other variables that might influence student investment interest in the IDX Investment Gallery - USU.
2. This study only took samples from students who opened a securities account at the IDX Investment Gallery - USU, so that the results of the overall research in the North Sumatra Province, especially Medan, could not be generalized.

5.3. Recommendations
Based on the limitations of the researcher, the improvement suggested by the researcher for the next study is:
1. For the next researcher add to the study of other variables related to student investment interests such as adding variable expert opinion, saving motivation, and other variables.
2. For the next researcher to use a larger sample, not only in the IDX Investment Gallery - USU, in order to generalize the results of research that affect student interest in investment in the city of Medan.

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