

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

According to the research results that have been analyzed, the following conclusions can be drawn.

1. Investment knowledge positive affects the investment interest of undergraduate accounting students at Jenderal Soedirman University and Muhammadiyah Purwokerto University class of 2020-2021. This indicates that the more investment knowledge students have, the stronger their interest in investing in the capital market.
2. Investment motivation positive affects the investment interest of undergraduate Accounting students at Jenderal Soedirman University and Muhammadiyah Purwokerto University class of 2020-2021. This shows that the higher the investment motivation students feel, the higher their interest in investing in the capital market.

B. Implications

According to the research conducted, several implications can be drawn up that may be useful to several parties concerned in the future.

1. For Students

This research is expected to raise awareness of the importance of investment knowledge and motivation, such as seeking information about the capital market, risk, and return through

training or investment seminars to increase self-confidence and understand the size of investment risks.

1. For Educators

According to the study's results, educators are expected to be able to provide investment materials and additional resources such as books, articles, and access to investment platforms to support student learning about investing.

2. For Universities

For the university, this research is expected to help implement a workshop program on investment involving the financial industry, which will provide insight and establish cooperation to provide simulation or direct practice in the capital market.

3. For Investment Practitioners

The results of this study are expected to improve the services of investment practitioners by offering educational or consulting packages for students interested in investing and developing products according to their risk profiles.

C. Research Limitations

This study's limitation is that it only focuses on undergraduate accounting majors at two universities. Therefore, the results cannot be used to generalize to all universities in Indonesia, especially in different majors. It is hoped that future research can be analyzed using a wider population, such as Indonesian students.

In addition, the study only used a closed questionnaire with an online questionnaire distribution system shared with Google Form. Future research should modify the questionnaire with open and closed questionnaires to get a more in-depth analysis, add an offline questionnaire distribution system, and give physical sheets of questionnaires to respondents.

