

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Overview of Study

The main purpose of this study was to examine the external factors affecting investment interest on accounting and management students of Universitas Padjadjaran. Thus, the basic research questions were formulated as follows:

1. How is the effect of investment tutor class to student investment interest?
2. How is the effect of campaign program to student investment interest?
3. Do investment tutor class and campaign program simultaneously affect students' investment interest?

The subsequent chapters examined, in different ways, the external factors affecting students' investment interest:

CHAPTER ONE provided a general background to importance of investor in a country's economic growth and how in Indonesia the capital market literacy is still very low. In addition to the aims, problem identification, logical framework, and significance of this study.

CHAPTER TWO outlined a review of the theory literature relating to the Investment Tutor Class, Campaign program and Investment Interest as well as

research literature to establish a theoretical understanding of and a basis for developing the research instruments employed.

CHAPTER THREE discussed the rationale for the research methodology in which the sample area and delimiters of the study were described.

CHAPTER FOUR dealt with data presentation as the result of multiple regression test: Classical assumption test, F - Test, T – Test, Independent samples T – Test. The results interpretation and discussion were brought up in this chapter as well.

5.2 Conclusion

Referring back to research questions and objectives, this section summarizes the main points of conclusion that can be drawn from the research.

1. It is found that investment tutor class has a positive influence towards both accounting and management students' investment interest.
2. It is found that campaign program has a positive influence towards both accounting and management students' investment interest.
3. It is found that investment tutor class and campaign program simultaneously affect both accounting and management students' investment interest positively.

5.3 Suggestions

5.3.1 Suggestions for Students

Since this research found that there is a significant effect of

investment tutor class towards students' investment interest, students need to be more aware that they have a big opportunity to become a real investor. Because students in Universitas Padjadjaran are getting investment tutor class that not every university has, so they need make use of the investment tutor class maximally.

5.3.2 Suggestions for Faculty's Academic Body

Since this research found that there is a positive effect of investment tutor class towards students' investment interest, the faculty's academic body need to be aware that Universitas Padjadjaran have a big opportunity to produce real investor that can make contribution to this country. The faculty's academic body needs to maintain the good curriculum that is already been applied for so long and make an improvement in each year so that it continues to growth

5.3.3 Suggestions for Future Research

This research found that there is a positive effect of investment tutor class towards students' investment interest. This could be a new initiative to help boost Yuk Nabung Saham Program again and can continue to grow the number of investor.

Hopefully this study will contribute to future researchers, so that the ideas and findings may be used as reference data in conducting further and new research.