

### THE EFFECT OF INVESTMENT UNDERSTANDING, MINIMUM INVESTMENT CAPITAL, MOTIVATION AND RISK PERCEPTION ON INVESTMENT INTEREST

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#### Abstract

This study aims to analyze the influence of investment understanding, minimum investment capital, motivation, and risk perception on the investment interest of the millennial generation in the capital market. This study uses a quantitative approach with a cross-sectional design. The research sample was 97 respondents from the millennial generation in Palopo City, who were selected using a purposive sampling technique. Data collection was carried out by distributing questionnaires with a Likert scale, while data analysis used multiple linear regression with the help of SPSS software. The results of the study showed that partially, investment understanding, minimum investment capital, motivation, and risk perception had a positive and significant effect on investment interest. Simultaneously, the four independent variables contributed significantly to investment interest with an influence level of 66%. This shows that the millennial generation tends to be interested in investing if they have a good understanding of investment, affordable initial capital, high motivation, and well-managed risk perception.

#### INTRODUCTION

The millennial generation, according to research by the National Chamber Foundation, includes those born between 1980 and 1999. This generation is



known to have a higher technological sensitivity compared to previous generations, such as Baby Boomers, which is reflected in the very high use of smartphones and online daily activities. This technological sensitivity is also driven by innovation in the capital market sector, where securities companies compete to offer easy access and stock transactions. In the past, opening a stock account was done face-to-face, but now many securities companies provide online account opening facilities.(Piraga et al., 2021).

The 2020 Population Census shows that the millennial generation dominates with a number reaching 25.87 percent of the total population of Indonesia. Technological expertise and ease of investing in the capital market make the millennial generation dominate the Indonesian capital market. Millennial investors contribute 59.23 percent of total investors. However, only around 3 percent of millennials have invested, indicating that even though they have relatively good financial literacy, further education is still needed so that more millennials are involved in investment activities in the future.(Saputra, 2021).

According to the Big Indonesian Dictionary (KBBI), investment is the investment of money or capital in a company or project with the aim of making a profit. The decision to invest requires a person to postpone or reduce personal consumption, in order to provide funds for the investment activity. Investment is done by purchasing productive assets, namely assets that provide a greater return than the costs incurred for the investment. This shows that investment aims to obtain long-term profits by utilizing assets that have the potential to generate income or more value.(Aziz, 2020).

This phenomenon shows a gap between the potential and realization of millennial participation in the capital market. According to the latest data published by the Financial Services Authority (OJK), there has been an increase in the number of investors overall, but active participation from millennials in real investment still seems low. Some experts, such as McPherson-Smith (2021), noting that factors such as risk aversion and lack of investment knowledge could be major barriers for this generation. Another study by Johnson and Lee (2021) shows that financial awareness and investment education need to be improved to address this disparity.

This interest is influenced by various psychological and social factors that develop along with technological advances and increasingly open access to information.(McPherson-Smith, 2021). In their research, they revealed that the involvement of the millennial generation in investment is not only driven by financial gain factors alone, but also by social values and sustainability, which are now gaining greater attention. In addition, their investment preferences are also often influenced by global trends and issues such as climate change and corporate

social responsibility. A study noted that 71% of millennials prefer to invest in companies that demonstrate a clear commitment to socially responsible business practices. This condition shows that the interest of the millennial generation in investing is increasingly complex, involving considerations that are not only limited to economic gain but also include ethical and social aspects. (McPherson-Smith, 2021).

The interest of the millennial generation in investing is influenced by several main factors, such as understanding of investment, minimum capital required, motivation, and risk perception. A deep understanding of how the capital market works, the types of investments available, and their long-term benefits can strengthen millennials' confidence in investing. Conversely, if their knowledge of investment is limited, this can be a major obstacle because a lack of understanding of how the market works often makes potential investors hesitate and tend to avoid investing.

In addition, the perception of high risk and uncertainty related to capital market fluctuations also influences millennials' decisions to engage in investment. In this context, risk perception is related to investment decision making. Risk perception can be defined as an individual's assessment of a situation that has the potential to have a negative impact, which creates concerns about the risks that may be faced. Two significant aspects of risk awareness are the sense of uncertainty and the expected outcome. (Fadila et al., 2022)

However, technological advances and investment accessibility currently provide more open opportunities for millennials. With digital platforms and investment applications, this generation can start investing easily even with relatively small capital. Affordable minimum capital, supported by easy access to information, makes investing in the capital market more attractive to millennials who may have previously felt hesitant due to limited capital and time. (Saputra, 2021).

Based on this background, this study aims to analyze in depth how investment understanding, minimum capital, motivation, and risk perception affect the interest of the millennial generation to invest in the capital market. Further understanding of these factors is expected to provide insight into the development of educational programs and investment facilities that are more in line with the needs and characteristics of the millennial generation.

### **Understanding Investment**

Understanding investment is an important aspect that every individual must have before deciding to invest. This knowledge covers various things, such as types of investment, potential profits, and possible risks. A good understanding can help

individuals make rational investment decisions and avoid investment practices that only rely on speculation or bandwagoning. According to Nisa, (2017).

In the world of investment, good financial literacy can protect individuals from unhealthy investment traps, including fraud or high-risk impulsive decisions. A basic understanding of investment concepts, risk analysis, and diversification strategies is essential for investors to maximize profit opportunities while minimizing potential losses. In addition, experience and ability to read market movements will provide an advantage in determining the right investment steps, such as when to buy, sell, or hold stocks. (Widoatmodjo, 2021).

Indicators used to measure investment understanding include investment information, investment knowledge, basic understanding, investment objectives, and stock ownership. Investment information refers to an individual's access to market news and investment analysis that can help with decision making. Investment knowledge includes technical understanding of various financial instruments, while basic understanding includes the principles of calculating profits and managing risks. Understanding investment objectives will help individuals adjust strategies based on financial needs, and stock ownership shows a person's level of trust and involvement in the capital market. (Aini et al., 2019).

### **Minimum Investment Capital**

Minimum investment capital is the amount of initial funds that must be provided by someone to start investing. This amount of capital is important to ensure that investment is accessible to various groups, including those with limited funds. Affordable investment capital can attract people's interest in participating in the capital market with the aim of obtaining long-term profits. (Muslim, Zabir Zainuddin, 2022). This policy aims to provide wider opportunities for potential investors from various financial backgrounds.

One of the steps taken to facilitate investment access is the policy of reducing the number of shares in one lot from 500 shares to 100 shares based on the Decree of the Board of Directors of PT Bursa Efek Indonesia number Kep00071/BEI/11-2013. With this change, investors only need funds of around IDR 100,000 to buy one lot of shares at a price of IDR 1,000 per share (Aziz, 2020). This policy aims to increase market liquidity and expand community participation, including students and low-income communities, thereby strengthening financial inclusion. (Nisa, 2017)

There are four main indicators in measuring the minimum investment capital, namely the determination of initial capital, capital affordability, minimum share purchase, and flexibility in adding and reducing capital. Determining the initial capital helps prospective investors prepare the funds needed from the start.



Affordable capital allows the wider community to start investing, while the minimum share purchase provisions make it easier to manage stock transactions. Flexibility in adding or reducing capital gives investors the freedom to set investment strategies according to needs and market conditions.(Hasibuan et al., 2023).

### **Motivation**

Motivation is a drive that drives someone to act in an effort to fulfill needs or achieve certain goals. This motivation can be a conscious feeling that leads individuals to take concrete actions, both in personal life and in a broader context such as investment.(Putra & Fernos, 2023). In the world of investment, motivation plays an important role in increasing a person's desire to invest capital in the hope of gaining profit or financial security in the future.(Nisa, 2017).

A person's motivation to invest can be influenced by the desire to own a part of the company or to help the company invested in grow. Some individuals feel compelled to invest because they want to be part of a business entity, which provides a sense of involvement and control in the company's operations. In addition, another motivation is the desire to contribute to the growth of the company they support through capital participation.(Saputra, 2021).

There are four main indicators that describe a person's motivation in investing. First, investment provides an opportunity for someone to have ownership in a company. Second, investment helps the company grow. Third, social motivation, where individuals are encouraged to invest when they see friends or people close to them also investing. Finally, a person tends to invest if their basic needs are met, ensuring that they have financial security before investing further to improve their welfare in the future.

### **Risk Perception**

Risk perception is how a person assesses the potential harm or loss from an event or decision. This perception is influenced not only by objective data, but also by emotions, personal experiences, and available information. Social and cultural factors also influence risk perception, as explained by Slovic, where individuals from more educated communities tend to have more realistic perceptions than those from less informed groups.(Walgito, 2014).

In addition, according to Tversky and Kahneman, risk perception is often distorted by cognitive biases such as optimism bias, where a person tends to underestimate the potential for harm. This bias can affect decisions in a variety of areas, including finance, health, and public policy. An inaccurate understanding of risk can lead to irrational or unwise decisions.(Aziz, 2020).

There are several indicators of risk perception that are relevant in making product purchasing decisions, namely financial risk, social risk, performance risk, time and convenience risk, physical risk, and psychological risk. All of these indicators reflect various aspects of consumer concerns that can influence their decisions in purchasing or using a product.(Walgito, 2014).

### **Investment Interest**

According to Tandio, who was quoted in(Aini et al., 2019), investment interest is a person's desire to make transactions in the capital market, especially on the Indonesia Stock Exchange, which generally focuses on buying shares. Investment interest is an important indicator that reflects the extent to which a person is interested in participating in investment activities aimed at increasing future profits. Investment itself is understood as the accumulation of assets that are expected to generate profits, such as stocks, bonds, and property(Hasibuan et al., 2023).

Investment interest arises from a feeling of liking or attraction without any external coercion.(Aini et al., 2019). A person who has an interest in investing is usually motivated to learn about opportunities in the capital market and is committed to managing their financial portfolio. This interest also plays a major role in encouraging someone to take concrete steps in investing capital as a form of long-term financial planning.

According to Aini et al. (2019), there are four indicators that measure investment interest, namely interest, interest in investing, willingness to invest, and trust in investing. Interest and interest in investing reflect a person's initial motivation to invest, while willingness shows their readiness to take action. Trust in investment is a key factor that influences a person's decision to act, because this trust will reduce concerns about the risks that may be faced.

### **RESEARCH METHOD**

The research method used in this study is a quantitative approach with a cross-sectional research design. This quantitative approach uses statistics to collect, analyze, and interpret numerical data that can be measured quantitatively. Cross-sectional design allows data collection at a certain point in time to analyze the relationship between variables in the same period. The main purpose of this design is to provide an overview of the relationship between variables in the population studied(Kusumastuti, 2019).

The population of this study is all millennials in Palopo City, then the sample taken is the millennial generation in Palopo City with the criteria of respondents aged 28 to 43 years or born in 1981-1996, have an understanding of investment and investment experience in the capital market. The sample was

determined using a purposive sampling technique, Because the population of

$$n = \frac{z^2 pq}{e^2}$$

members is not known with certainty, the sample size is calculated using the Cochran formula, namely as follows:

Information:

n = Initial sample size

z = Z score according to the desired level of confidence (Z = 1.96 is used for a 95% confidence level)

p = Proportion of the population expected to have a certain characteristic (value used is 0.5)

e = margin of error or acceptable level of error

$$MOE = Z * (\sigma/\sqrt{n}).$$

$$MOE, = 1.96 \times \frac{0,5}{\sqrt{n}}$$

For an MOE of 10% (0.1), we rearrange the formula to find the sample size n:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96.04$$

Based on the results of 96.04 which was then rounded up to 97 so that the sample used in this study was 97 respondents. Data were collected through questionnaires distributed to respondents, with instruments that were tested for validity and reliability to ensure measurement accuracy. Data analysis techniques used include simple linear analysis, validity tests, reliability tests, multiple regression tests, and hypothesis tests including partial tests (t-test), simultaneous tests (f-test), and coefficient of determination tests (R<sup>2</sup>).

## RESULTS AND DISCUSSION

### A. Respondent Characteristics

Respondent characteristics based on age show a varied age distribution, which includes certain age groups according to the data obtained from the research below:

**Table 4.1 Respondent Characteristics Based on Age**

Respondent Age	Number of people)	Percentage (%)
<b>20-30 Years</b>	40 People	41%
<b>31-40 Years</b>	46 People	47 %
<b>41-43 Years</b>	11 People	12%
<b>Amount</b>	<b>97 People</b>	<b>100%</b>

*Source: processed data, 2025*

Based on Table 4.1 which shows the characteristics of respondents based on age, it is known that out of a total of 97 respondents, 40 people (41%) were aged 20-30 years, 46 people (47%) were aged 31-40 years, and 11 people (12%) were aged 41-43 years. Thus, most respondents were between 31 and 40 years old, followed by respondents aged 20 to 30 years, while the age group 41 to 50 years was the group with the smallest percentage in this study.

**Table 4.2 Respondent Characteristics Based on Gender**

Gender	Number of people)	Percentage (%)
<b>Woman</b>	54 People	43%
<b>Man</b>	43 People	57%
<b>Amount</b>	<b>97 People</b>	<b>100%</b>

*Source: processed data, 2025*

Based on Table 4.2 which shows the characteristics of respondents based on gender, it is known that out of a total of 97 respondents, 54 people (43%) were female, while 43 people (57%) were male. Thus, the majority of respondents in this study were male.

**Table 4.3 Respondent Characteristics Based on Last Education**

Level of education	Number of people)	Percentage (%)
<b>SENIOR HIGH SCHOOL</b>	61 People	63%
<b>Bachelor</b>	36 People	37 %
<b>Amount</b>	<b>97 People</b>	<b>100%</b>

*Source: processed data, 2025*

Based on Table 4.3 which shows the characteristics of respondents based on their last education, it is known that out of a total of 97 respondents, 61 people (63%) have a high school education, while 36 people (37%) have completed their undergraduate education. Thus, most respondents have a high school education.

### B. Research Instrument Test

#### 1. Validity Test

Validity testing is a testing process to ensure that a research instrument (such as a questionnaire or survey) can measure what it should measure correctly and accurately. This test aims to determine whether the questions or indicators used in the instrument are in accordance with the concept or variable to be studied.

The results of the validity test show that all items in each variable have a calculated R value greater than the R Table of 0.196, indicating that all items are valid. In the Investment Understanding variable, the calculated R value ranges from 0.269 to 0.670, all of which exceed the R Table value. Likewise, in the Minimum Investment Capital variable with an R calculated value between 0.423 to 0.824, which is also valid. The Motivation variable shows an R calculated value between 0.276 to 0.640, all of which are valid. In the Risk Perception variable, the R calculated value ranges from 0.233 to 0.748, indicating that all items are valid. Finally, the Investment Interest variable has an R calculated value between 0.206 to 0.644, which is also valid. Thus, it can be concluded that all items in each variable are valid for use in this study.

#### 2. Reliability Test

Reliability testing is a testing process to determine the level of consistency or stability of a research instrument in measuring the same variable at different times. This test aims to ensure that the instrument can provide stable and reliable results if used repeatedly. If the instrument has high reliability, the results obtained will be consistent even if carried out in different conditions or times.

Table 4.5 Reliability Test Results

Variables	Cronbach's Alpha	Limits of Reliability	Information
Investment Understanding (X1)	0.612	0.60	Reliable
Minimum Investment Capital (X2)	0.699	0.60	Reliable
Motivation (X3)	0.700	0.60	Reliable
Risk Perception (X4)	0.712	0.60	Reliable

Source: Data processed by SPSS Version 25 (2025)

Table 4.5 shows the results of the reliability test using the Cronbach's Alpha value for the research variables. All variables, namely Investment Understanding with a value of 0.612, Minimum Investment Capital with a value of 0.699, Motivation with a value of 0.700, and Risk Perception with a

value of 0.712, have a Cronbach's Alpha value above the reliability limit of 0.60. This indicates that all variables in this study are declared reliable.

### C. Multiple Regression Test

Multiple Regression Analysis Test is a statistical method used to determine the effect of two or more independent (free) variables on one dependent (bound) variable. This test aims to see to what extent the independent variables affect the dependent variable simultaneously (together) or partially (individually). The following are the results of the multiple regression test in this study,

**Table 4.6 Multiple Regression Test Results**

$$Y=9.473+0.430X1+0.141X2+0.261X3+0.158X4$$

Variables	Coefficients	t-statistic	Sig*
Constants	9.473	2,030	.015
X1	.430	4,350	.000
X2	.141	2,543	.009
X3	.261	2,765	.006
X4	.158	2,727	.008

**N= 97**

**R2= 0.660**

**Adj. R Square = 214**

**F-statistic = 7.523, Sig. = 0.000b**

*Source: Data processed by SPSS Version 25 (2025)*

Based on the results of multiple regression analysis, the regression equation shows that a constant of 9.473 describes the prediction of Investment Interest when all independent variables are zero. The regression coefficient for Investment Understanding is 0.430, which means that increasing understanding will increase Investment Interest by 0.430 units. Likewise, the Minimum Investment Capital coefficient of 0.141 indicates that more affordable capital can increase a person's interest in investing, while the Motivation coefficient (0.261) and Risk Perception (0.158) indicate that more positive motivational factors and risk perceptions also contribute to increasing investment interest.

The t-test shows that all independent variables have a positive and significant partial effect on Investment Interest. Investment Understanding has a t-count of 4,350 with a p-value of 0.000, Minimum Investment Capital has a t-count of 2,543 with a p-value of 0.009, Motivation has a t-count of 2,765 with a p-value of 0.006, and Risk Perception has a t-count of 2,727 with a p-value of 0.008. Since all p-values are less than 0.05, it can be concluded that each variable has a significant effect on Investment Interest partially.

Based on the F test, the F-count value of 7.523 is greater than the F-table value of 2.47, and the p-value of 0.000 is smaller than 0.05. This shows that the

variables of Risk Perception, Minimum Investment Capital, Motivation, and Investment Understanding simultaneously influence Investment Interest with a strong level of significance. The R Square value of 66% indicates that 66% of the variation in Investment Interest can be explained by the combination of the four variables, while the remaining 34% is influenced by other factors outside this research model.

### DISCUSSION

#### 1. The Influence of Investment Understanding on Millennial Generation's Investment Interest in the Capital Market

Based on the research results, the t-value for the Investment Understanding variable is 4,350, which is greater than the t-table value of 1,986. In addition, the p-value for Investment Understanding is 0.000, which is smaller than 0.05 ( $0.000 < 0.05$ ). This shows that Investment Understanding has a positive and significant partial effect on Investment Interest. In other words, the better the investment understanding of the millennial generation, the higher their interest in investing in the capital market.

The higher the understanding of investment, the greater the interest in investing because deeper knowledge provides confidence and reduces fear of risk. A good understanding of various investment instruments, such as stocks, bonds, or mutual funds, allows individuals to choose investments that suit their goals and risk profiles. In addition, by understanding how the market works and the potential for profit, they can make more rational and informed decisions. This understanding also helps them to manage expectations and avoid impulsive decisions, which ultimately increases interest in investing sustainably.

Research conducted by Piraga et al. (2021) revealed that factors such as motivation, investment knowledge, advances in information technology, return expectations, and risk perception have a positive influence on the interest of the millennial generation in investing in the capital market. Previous research also revealed that investment understanding has a significant influence on investment interest. (Nisa, 2017). This study emphasizes the importance of financial literacy in increasing the participation of the younger generation in the capital market. Merton's Investment Theory supports this finding by explaining that good knowledge and understanding of investment can reduce uncertainty and increase individual confidence in making investment decisions.

#### 2. The Influence of Minimum Investment Capital on Millennial Generation's Investment Interest in the Capital Market

The test results show that the t-value for the Minimum Investment Capital variable is 2.543, which is greater than the t-table value of 1.986. The p-value for Minimum Investment Capital is 0.009, which is also smaller than 0.05 ( $0.009 < 0.05$ ). Therefore, it can be concluded that Minimum Investment Capital has a positive and significant partial effect on Investment Interest. This means that the lower the minimum capital needed to invest, the greater the interest of the millennial generation in investing in the capital market.

The higher the minimum investment capital, the interest in investing can increase because larger capital is often considered an opportunity to gain higher profits. For some investors, especially those who already have sufficient understanding, large capital provides access to investment instruments that are more potentially profitable, such as stocks or property. This result is similar to research (Haris Nandar, 2017) Large capital can also provide a sense of seriousness and higher responsibility in investing, because investors feel that they have made a greater financial commitment. Thus, they tend to be more planned and careful in making decisions.

Research conducted by Piraga et al., (2021) revealed that affordable minimum capital is one of the main factors that encourage students to start investing. Low minimum capital allows the millennial generation, especially students, to try investing without having to spend a lot of money. This finding supports the results of the study that minimum investment capital has a positive and significant effect on investment interest. This study is also in line with research conducted (Aini et al., 2019). The Liquidity Preference Theory proposed by Keynes (1936) is also relevant in this context, where individuals are more likely to choose investment instruments that are easily accessible and require low capital, thus minimizing risk and increasing confidence in investing.

### **3. The Influence of Motivation on Millennial Generation's Investment Interest in the Capital Market**

The t-value for the Motivation variable is 2.765, which is greater than the t-table value of 1.986. The p-value for Motivation is 0.006, which is smaller than 0.05 ( $0.006 < 0.05$ ). This shows that Motivation has a positive and significant partial effect on Investment Interest. Thus, the motivation factor is one of the elements that encourages the millennial generation to invest in the capital market.

The higher a person's motivation, the greater their interest in investing because strong motivation drives individuals to achieve long-term financial goals, such as creating wealth or achieving financial freedom. Individuals who are highly motivated tend to be more open to investment opportunities and are

ready to take the risks needed to achieve those goals. They are also more active in seeking information, learning about investment instruments, and developing the right strategies. With clear and strong motivation, a person feels more confident in taking steps to invest, so that their interest in getting involved in the capital market or other investment instruments increases.

Research result Dewinda Anggi Putri Setiawan and Imam Mukhlis (2023) shows that investment motivation has a significant influence on the investment interest of the millennial generation. The results of this study are in line with the findings expressed by (Dewi & Nuryani, 2022), which shows that the presence of factors that cause interest can motivate individuals to try to take action in themselves. This study highlights that factors such as the desire to achieve long-term financial goals and financial stability play an important role in increasing investment interest. This finding is in line with the Self-Determination theory by Deci & Ryan, which explains that intrinsic motivation, such as the drive to achieve financial freedom, can encourage individuals' interest in making more active and targeted investment decisions.

#### **4. The Influence of Risk Perception on Millennial Generation's Investment Interest in the Capital Market**

The t-value for the Risk Perception variable is 2.727, which is greater than the t-table value of 1.986. The p-value for Risk Perception is 0.008, which is smaller than 0.05 ( $0.008 < 0.05$ ). This shows that Risk Perception has a positive and significant partial effect on Investment Interest. This means that a lower risk perception towards investing in the capital market can increase the interest of the millennial generation to invest.

The higher a person's risk perception towards investment, the interest in investing can increase due to a higher awareness of the importance of risk management. For investors who understand and acknowledge the risks involved, they tend to be more careful in choosing the right investment instruments, which ultimately increases their decision to invest in a more strategic and informed manner. This result is in line with research (Malik, 2017) High risk perception makes investors more careful in planning and mitigating potential losses, such as through portfolio diversification or choosing more stable instruments. Conversely, a good understanding of risk actually gives investors the confidence to invest in a more measured manner, and this can increase their interest in taking part in the capital market.

Study Hasibuan et al. (2023) found that risk perception towards investment has a significant influence on investment decisions. This research is also in line with research conducted by (Naradiasari & Wahyudi, 2022) and (Anggraini & Mulyani, 2022). This study shows that low risk



perception can encourage the interest of the millennial generation to participate in the capital market. This finding is in line with the Risk Perception theory (Slovic, 1987), which states that individuals who have lower risk perceptions tend to be more open to making investment decisions. Thus, good risk perception management can be an effective strategy to increase the participation of the younger generation in the capital market.

### **5. The Simultaneous Influence of Investment Understanding, Minimum Investment Capital, Motivation, and Risk Perception on the Investment Interest of the Millennial Generation in the Capital Market**

The F-test results show that the F-count value for the regression model is 7.523, greater than the F-table value of 2.47. The p-value of 0.000, which is smaller than 0.05 ( $0.000 < 0.05$ ), indicates that the variables Risk Perception, Minimum Investment Capital, Motivation, and Investment Understanding have a significant simultaneous effect on Investment Interest. Thus, these four variables together influence the interest of the millennial generation to invest in the capital market. In addition, the R Square ( $R^2$ ) value of 0.660 indicates that 66% of the variation in Investment Interest can be explained by the variables in the model, while the remaining 34% is influenced by other factors outside the model.

The four variables in this study complement each other in explaining Investment Interest. Understanding investment provides basic knowledge to make the right decision, while motivation becomes an emotional driver to act. Minimum investment capital facilitates accessibility, while risk perception determines the extent to which individuals feel comfortable taking the step. The combination of these factors creates conditions that support the interest of the millennial generation to start investing in the capital market. This shows that a comprehensive approach that covers all of these aspects is very important in increasing participation in the capital market.

StudyThe Last Supper (2023) supports the finding that investment knowledge, motivation, minimum capital, and risk perception simultaneously influence the investment interest of the millennial generation. Better investment knowledge can boost confidence, while lower risk perception facilitates decision making. This study also shows significant F-test results for the simultaneous influence of these variables on investment interest. The Theory of Planned Behavior model is relevant in this context, where attitudes (understanding and motivation), subjective norms (risk perception), and behavioral control (minimum capital) simultaneously influence an individual's decision to invest.

### CONCLUSION

Based on the results research, it can be concluded that investment understanding, minimum investment capital, motivation, and risk perception have a positive and significant influence on the investment interest of the millennial generation in the capital market. This study found that millennials are more likely to be interested in investing if they have a good understanding of investment, access to affordable initial capital, high motivation, and well-managed risk perception.

The results of the analysis show that the four independent variables simultaneously provide a significant contribution to investment interest, with an influence level reaching 66%. Thus, it is important for financial institutions and the government to design more effective financial literacy programs to increase millennial participation in the capital market. Education about investment, reducing minimum capital, and managing risk perception should be the main focus so that more millennials are actively involved in investment, which in turn can support economic growth.

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