

CHAPTER II

GENERAL DESCRIPTION OF THE COMMUNITY AND RESPONDENT PROFILE

2.1 KSPM FEB Undip Community Profile

KSPM FEB Undip or what can be called the FEB Undip Capital Market Study Group is a study group with special studies on capital markets. In its activities, KSPM always strives to develop insight and knowledge regarding the world of capital markets. Generally, this community was founded to better understand the world of capital markets, one of which is through basic capital market education events for students at Undip. Then there is an investment gallery and collaboration with the Indonesian Stock Exchange and Phillip Securities. IDEX or the Indonesian Stock Exchange also helps provide an investment gallery. KSPM is responsible for this investment gallery.

This Capital Market Study Group is one of the oldest in Semarang. Even though KSPM has been operating since 1993, it was only inaugurated in 1995. KSPM UNDIP is the most respected in Semarang. Unlike other KSPM universities in Semarang, KSPM UNDIP has a good collegiate. There are several KSPM UNDIP collegiate who now work in fields such as securities management, the Indonesian Stock Exchange, and Bank Indonesia.

2.2 KSPM FEB Unimus Community Profile

KSPM FEB Unimus or what can be called the Unimus Capital Market Study Group is a study group with special studies on capital markets. KSPM continually aims to expand its understanding and expertise about the world of capital markets through its operations. In general, this community was established to provide students at Unimus with basic capital markets education events as part of our efforts to help them better understand the world of capital markets.

This Capital Market Study Group is one of the most popular in Semarang. KSPM Unimus was founded on 26 March 2023, by Dedik Purwanto and his students at Unimus. Mr. Dedik Purwanto's goal in establishing KSPM Unimus is to want all students to study capital markets more seriously and deeply.

2.3 KSPM CMC Polines Community Profile

KSPM CMC Polines or what can be called (KSPM) Capital Market Community (CMC) Polines is at the Semarang State Polytechnic. CMC Polines focuses on capital market research, investment, and other financial instruments in the Polines Indonesia Stock Exchange Investment Gallery.

2.4 KSPM UNSSAF Unnes Community Profile

KSPM UNSSAF Unnes or what can be called the Capital Market Study Group (KSPM) Unnes Stock Exchange Study Forum (UNSSAF) Unnes is a capital market

study group from the Faculty of Economics, Semarang University. This group focuses on increasing knowledge and insight into the world of capital markets. This was generally established to build a community to better understand the world of capital markets, one of which is through basic capital market education events for current Unnes students.

2.5 Respondent Characteristics

In this research, the total of the respondents is 100 respondents which those respondents are Capital Market Study Group all around Semarang. The respondent's identity comprises age, work, gender, income, and securities application

2.5.1 Characteristics of Respondents by Age

A respondent's age can be used as a measuring tool or indicator to determine the level of a person's thinking, so that in this case research respondents can have variations in age. In this study, the age of the respondents was classified from 17 to 55 years old. This target selection is based on observation researcher the majority of customers who purchase on the stock market. Because the target research for Investor on Semarang, in this study is the people from Semarang. Data on the number of respondents by age are as follows:

Table 2.1 Age Respondents

| No | Age | Frequency | Percentage |
|-------|---------------|-----------|------------|
| 1. | 18 - 19 years | 60 | 60% |
| 2. | 20 -21 years | 31 | 31% |
| 3. | 22 - 23 years | 8 | 8% |
| 4. | 24 -26 years | 1 | 1% |
| Total | | 100 | 100% |

Source: Primary data, processed (2024)

Based on Table 2.1, it can be seen that most of the respondents in this study were aged between 18-19 years, totaling 60 people (60%). Based on primary data which can be reviewed in Table 2.1, it is known that most stock investors are 18-19 years old. The author can conclude that the majority of investment takers in the capital market come from Gen Z and have an aggressive level of risk which is influenced by their young age.

2.5.2 Characteristics of Respondents by Work

The type of work of the study participants is used to find out the main work and daily activities carried out by the respondents. Apart from that, work can influence earning income. The following is data on the types of work for several communities in Semarang:

Table 2.2 Work Respondents

| No | Work | Frequency | Percentage |
|-------|----------|-----------|------------|
| 1. | Student | 99 | 99% |
| 2. | Employee | 1 | 1% |
| Total | | 100 | 100% |

Source: Primary data, processed (2024)

Based on Table 2.2, it can be seen that most of the respondents in this study worked as students, namely 99 respondents (99%). In Table 2.3, it is also known that in several communities in Semarang, 1 respondent (1%) works as a private employee. Based on this data, it can be concluded that the majority of stock investors in several capital market communities in Semarang come from students or students where they are very interested in the world of capital markets and want to learn more about it.

2.5.3 Characteristics of Respondents by Gender

Gender is the differences in form, nature, and biological function between females and males that determine the difference in their roles. Based on the primary data that has been processed, Data from all communities shows the majority from females with a total 58 respondents with percentage of 58%, then males total of 42 respondents with percentage of 42%. which it can be concluded that the majority of people who that interested in the stock exchange are female. Data on the number of respondents by gender are as follows:

Table 2.3 Gender Respondents

| No | Gender | Frequency | Percentage |
|----|--------|-----------|------------|
| 1. | Female | 58 | 58% |
| 2. | Male | 42 | 42% |
| | Total | 100 | 100% |

Source: Primary data, processed (2024)

2.5.4 Characteristics of Respondents by Income

The income or results that a person receives in the form of money to meet their needs is called pocket money or income. The income level of each respondent in this study was influenced by their type of work. The monthly income of Semarang City Stock Investors is as follows:

Table 2.4 Income Respondents

| No | Income | Frequency | Percentage |
|----|----------------------------|-----------|------------|
| 1. | < Rp 1.500.000 | 60 | 60% |
| 2. | > Rp 1.500.000 - 3.000.000 | 27 | 27% |
| 3. | > Rp 3.500.000 - 4.500.000 | 8 | 8% |
| 4. | > Rp 4.500.000 - 6.000.000 | 4 | 4% |
| 5. | > Rp 6.000.000 | 1 | 1% |
| | Total | 100 | 100% |

Source: Primary data, processed (2024)

Based on Table 2.4, it can be seen that the majority of respondents have pockets less than < IDR 1.500.000 per month, as many as 60 people (60 percent), while 27 people (27 percent) have an income of money/income between 1,500,000 until 3.000.000, and 8 people (8 percent) had income between IDR 3,500,000 and IDR 4,500,000. In addition, there were 4 respondents with incomes between IDR 4,500,000 and IDR 6,000,000, and 1 percent had incomes of more than IDR 6,000,000. Based on this data, we can concluded that income levels of less than < IDR 1,500,000 are the group with the most investors in shares, assuming they invest with the least in shares to get quick profits from additional income.

2.5.5 Respondents Characteristics Based on the securities application used

Investors use securities as a tool to carry out securities trading between themselves and the issuer that issues shares. The following are the securities used by investors:

Table 2.5 Securities Respondents

| No | Securities Application | Frequency | Percentage |
|-------|--------------------------|-----------|------------|
| 1. | Philip Sekuritas | 51 | 51% |
| 2. | Phintraco Sekuritas | 20 | 20% |
| 3. | Ajaib | 7 | 7% |
| 4. | Mandiri Sekuritas (MOST) | 5 | 5% |
| 5. | Bibit | 3 | 3% |
| 6. | other securities | 14 | 14% |
| Total | | 100 | 100% |

Source: Primary data, processed (2024)

According to Table 2.5, 51 people (51%) invest through Philip Securities. However, the smallest number of respondents who used BCA Securities, Jasa Utama Capital, and KB Valbury was only 3 people (3%). Data shows that the Semarang investment community most often uses Philip Sekuritas.