

## **ABSTRACT**

*This study aimed to analyze the influence of risk perception, income level, and capital market training on Palembang society interest in investing in financial asset. The population in this study is society that live in Palembang. Used as samples of 100 respondents using purposive sampling method. Data analysis techniques used in this study was analysis of covariance (ANCOVA). The result of this study prove that there are significant influence between variable risk perception and variable capital market training towards Palembang society interest in investing in financial asset. While variable income level no significant effect between Palembang society interest in investing in financial asset.*

**Keywords : risk perception, income level, capital market training, interest, investation, financial asset**