

ABSTRACT

This study aims to determine whether there is a reciprocal influence and risk on investment interest with a focus on student alumnus in Palembang during the pandemic, especially investment in the capital market. To conduct a test of this research using 100 samples and distributing questionnaires to alumnus of students from dangerous universities with the Indonesia Stock Exchange (IDX). The results of this study are that there is a significant positive effect between returns on student alumnus investment interest and there is no significant effect between risk on student alumnus investment interest.

Keywords: Return, Risk, and Investment Interest