The Effect of Investment Motivation, Investment Knowledge, Return Perception And Brand Ambassador on Investment Interest In Hybe Corporation Stock (Survey on Followers of Bts Army Indonesia Social Media Account on Twitter)

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Abstract

This study aims to analyze the influence of investment motivation, investment knowledge, return perception and brand ambassador on investment interest in Hybe Corporation shares, with the four variables having a significant effect on investment interest. This study uses a quantitative method with an associative approach, and involves 300 respondents selected through purposive sampling techniques. Data collection through questionnaires and literature studies. The results of the study indicate that investment motivation, investment knowledge, return perception and brand ambassador have a significant effect on investment interest, this is evidenced by the Tcount value being greater than Ttable. The implications of this study can be used as a basis for increasing investment interest through investment motivation, investment knowledge, return perception and brand ambassador among prospective investors.

INTRODUCTION

In the era of globalization and technological advancement, investment is now an important part of business strategy and economic development. Investing in stocks is full of challenges for prospective investors, so it requires the right approach to achieve success. Therefore, it is important for prospective investors to actively seek relevant information and be able to identify investment opportunities that have the potential to provide substantial finances in the future.(Fatmasari & Norisanti., 2019).However, based on the results of the pre-questionnaire given to 35 respondents of BTS Army Indonesia account followers, the majority of respondents, 90.48%, strongly agreed with the interest in investing in Hybe Corporation shares. The decline in stock prices is an indication of problems with investment interest caused by investment motivation, investment knowledge, return perception and brand ambassadors.

One reason why stock prices can indicate investment interest is because the decline in Hybe Corporation's stock price reflects issues related to its investment interest. Recently, Hybe's stock price fell nearly 5% in one day and its total decline was around 14.95% in a week. This caused the market capitalization to drop by KRW 1.20 trillion (around Rp14 trillion)(id.tradingview, 2024). Of the five most famous K-pop artists globally, based on the 2023 Overseas Hallyu Service summary in its survey, BTS has succeeded in becoming the most famous boyband and K-pop

artist who dominates.(Kusnandar, 2023)and is also one of the largest shareholders in the global entertainment company from South Korea.(Worldwide, 2024). Therefore, the correlation between Hybe Corporation's shares and the BTS Army Indonesia social media account on Twitter is that BTS is part of the largest K-pop community in the world.

From various previous studies, there is a gap in the aspect of investment interest, in this research(Sunatar et al., 2023)indicates that investment motivation has a positive and significant effect on investment interest. Meanwhile, research(Burhanudin et al., 2021)found that investment motivation showed a positive direction, but did not have a significant effect on investment interest. Then, the research (Hasanudin et al., 2021)revealed that investment knowledge has a positive and significant effect on investment interest. However, the research(Habiburahman Habiburahman & Widya Puja Kesuma, 2023)stated that investment knowledge does not have a significant effect on investment interest. In addition, the study(Giriati & Handayani, 2020)shows that the perception of return has a positive and significant effect on investment interest. On the other hand, research(Setyowati et al., 2020)concludes that the perception of return does not have a significant effect on investment interest. Finally, the study(Putu Devy Isabella Permatawati, 2023)stated that brand ambassadors have a very positive and significant influence on investment interest. However, research(Febi Ardhani et al., 2024)stated that there was no significant influence of brand ambassadors on investment interest.

Previously, many studies only focused on variables such as investment motivation, investment knowledge, and investment interest. However, this study integrates five variables covering investment motivation, investment knowledge, return perception, brand ambassador and investment interest that have never been studied simultaneously. The novelty of this study from the object of research and its locus is in the followers of the BTS Army Indonesia account on social media Twitter. Thus, this study aims to fill this gap and provide new insights to encourage increased investment interest.

METHODS

In this study, the method used is a quantitative method with an associative approach. The population in this study were followers of the BTS Army Indonesia account with a population of 178,869 followers and the determination of the sample used a purposive sampling technique, the criteria for respondents in this study were those who followed the BTS Army Indonesia social media account on Twitter with a sample size of 300 respondents. The data collection technique used primary data used in this study was collected from the responses of respondents who had filled out the questionnaire distributed to followers of the BTS Army Indonesia account on Twitter and secondary data used in this study came from journals, books, articles, and previous research. Data analysis in this study was carried out using the SPSS version 22 test tool, which includes the classical assumption test (normality test, multicollinearity, heteroscedasticity), multiple correlation coefficient test, determination coefficient, multiple linear regression analysis, and hypothesis testing (F and T tests), with a Likert scale of 1-5 as a measuring tool. In this study, there are four variables, namely investment motivation variables (X1), investment knowledge (X2), return perception (X3, and brand ambassador (X4) as independent variables, and investment interest variables (Y) as dependent variables.

RESULTS AND DISCUSSION

Results
Respondent Description

Respondents in this study were those who followed the BTS Army Indonesia social media account on Twitter and the total respondents collected were 300 respondents. The following is the respondent data that became the research sample based on gender and age:

Table1Number of Respondents by Gender

No	Gender	Number of Respondents	Percentage (%)
1.	Man	55	18.33%
2.	Woman	245	81.67%
Total		300	100%

Source: Data Processing Results, 2025

Based on the details of the data above, it can be seen that the classification based on the gender of the respondents taken as a sample shows that investment interest is dominated by female respondents as much as 81.67%, due to increasing awareness of the importance of financial planning and financial independence among women. Compared to male respondents 18.33%, due to lack of information received or lower interest in certain investment products.

Table2Number of Respondents by Age

No	Age	Number of Respondents	Percentage (%)
1	20-25	153	51.00%
2	26-30	63	21.00%
3	31-35	38	12.67%
4	36-40	26	8.67%
5	41-50	20	6.66%
Total		300	100%

Source: Data Processing Results, 2025

Based on Table 2 above, it can be seen that the classification based on age shows that investment interest is dominated by women around the age of 20-25, because at that age range individuals tend to be more open to new opportunities, have a high enthusiasm for learning, and start to have income that allows them to invest. While the lowest investment interest is aged 41-50 years, because at that age individuals usually already have greater financial responsibilities, such as children's education costs, house installments, or other family needs, so that the allocation of funds for investment becomes more limited. In addition, at this age they also tend to be more careful and conservative in taking investment risks compared to younger ages.

Validity Test

According to Sugiono(2022, p. 267)Validity is the level of conformity between the information that emerges from the research object and the results that can be delivered by the

researcher. The validity of this study uses the SPSS version 22 test tool. The validity criteria for a questionnaire if the calculated r value> r table (0.05), then the results are valid and if the calculated r value <r table (0.05), then the results are invalid (Ghozali, 2021). Based on the data obtained from the questionnaire that has been distributed to 300 respondents, the results of the validity test are as follows:

Table3Validity Test Results

Variables	Item	R Count	R Table	Information
Investment Motivation	X1.1	0.774	0.113	Valid
	X1.2	0.798	0.113	Valid
	X1.3	0.718	0.113	Valid
	X1.4	0.789	0.113	Valid
	X1.5	0.771	0.113	Valid
	X1.6	0.628	0.113	Valid
	X1.7	0.758	0.113	Valid
	X1.8	0.754	0.113	Valid
	X1.9	0.672	0.113	Valid
Investment Knowledge	X2.1	0.699	0.113	Valid
	X2.2	0.720	0.113	Valid
	X2.3	0.527	0.113	Valid
	X2.4	0.663	0.113	Valid
	X2.5	0.659	0.113	Valid
	X2.6	0.737	0.113	Valid
Perception of Return	X3.1	0.795	0.113	Valid
	X3.2	0.801	0.113	Valid
	X3.3	0.776	0.113	Valid
Brand Ambassador	X4.1	0.632	0.113	Valid
	X4.2	0.725	0.113	Valid
	X4.3	0.747	0.113	Valid
	X4.4	0.720	0.113	Valid
	X4.5	0.731	0.113	Valid
	X4.6	0.723	0.113	Valid
Investment Interest	Y.1	0.777	0.113	Valid
	Y.2	0.647	0.113	Valid
	Y.3	0.616	0.113	Valid
	Y.4	0.723	0.113	Valid
	Y.5	0.658	0.113	Valid
	Y.6	0.661	0.113	Valid
	Y.7	0.714	0.113	Valid
	Y.8	0.781	0.113	Valid
	Y.9	0.634	0.113	Valid

Source: Processed by researchers, 2025

Based on table 4.3, the overall value of r count is greater than r table, which means that all

statement items are declared valid and legitimate to be used as data collection tools. So it can be trusted to measure the variables referred to in this study.

Reliability Test

From a positivist (quantitative) perspective, reliability is considered reliable if two or more researchers analyzing the same object obtain similar results or if the same researcher obtains consistent results at different times.(Prof. Dr. Sugiyono, 2022, p. 268). By using the SPSS version 22 application, this method is applied through Cronbach Alpha, where a questionnaire is considered reliable if the Cronbach Alpha score is > 0.6 and unreliable if the score is < 0.6. The following are the results of reliability testing in this study:

Table4Reliability Test Results

No	Variables	Value of α	Information
1	Investment Motivation	0.897	Reliable
2	Investment Knowledge	0.754	Reliable
3	Perception of Return	0.700	Reliable
4	*Brand Ambassador*	0.803	Reliable
5	Investment Interest	0.864	Reliable

Source: Processed by Researchers, 2025

Based on the data above, it can be concluded that all variables in this study are reliable. This can be said to be reliable, because the Cronbach's Alpha of all variables is greater than 0.06. This means that the measurement results are consistent, the data can be used for further analysis and the research results can be trusted.

Classical Assumption Test

Normality Test

The normality test is carried out to assess whether the disturbance or residual variables in the regression model follow the Ghozali normal distribution.(2021a, p. 201), other statistical methods that can also be used to test normality are the non-parametric Kolmogorov-Smirnov (KS) and Wilk Shapiro tests. Here are the results of the normality test:

Table5Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		300
Normal Parametersa,b	Mean	,0833333
	Std. Deviation	2.22461391
Most Extreme Differences	Absolute	,048
	Positive	,025
	Negative	-,048
Test Statistics		,048
Asymp. Sig. (2-tailed)		.094c

Source: Primary data results, 2025

Based on the results of the normality test using the Kolmogorov Smirnov method, the results obtained were 0.09, the data obtained had a normal distribution, because the significance value was greater than 0.05. This means that the distribution of data in this study follows a reasonable pattern and is in accordance with the assumption of a normal distribution. Thus, the

data can be considered valid and suitable for use in regression analysis, so that the results of the analysis obtained can be trusted and have a strong statistical basis.

Multicollinearity Test

The multicollinearity test aims to assess whether there is a relationship between independent variables in the Ghozali regression model (2021, p. 157). If the variance inflation factor (VIF) value is <10 and the tolerance value is >0.10, then the model can be said to have no multicollinearity. The following are the results of the multicollinearity test:

Table6Multicollinearity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-1,815	1,564		-1,161	,247		
Investment Motivation	,336	,030	,409	11,243	,000	,742	1,348
Investment Knowledge	,320	,056	,205	5,747	,000	,770	1,299
Perception of Return	,746	,112	,250	6,664	,000	,699	1,430
Brand Ambassador	,391	,058	,267	6,758	,000	,628	1,593

Source: Primary data results, 2025

Based on table 4, it is known that the VIF value of investment motivation is 1.348, investment knowledge is 1.299, return perception is 1.430 and brand ambassador is 1.593 < 10 and the tolerance value of investment motivation is 0.742, investment knowledge is 0.770, return perception is 0.699 and brand ambassador is 0.628 > 0.1, so the data does not experience multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there are different residual variations between one observation and another in a mode, as described by Ghozali.(2021, p. 178)that effective regression should not experience heteroscedasticity problems. Here are the results of heteroscedasticity testing:

Table7Heteroscedasticity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,486	,524		2,834	,005
X1	-,022	,011	-,130	-1,919	,056
X2	,015	,021	,048	,701	,484
X3	,029	,038	,055	,762	,446
X4	-,042	,022	-,145	-1,899	,059

Source: Primary data results, 2025

Based on table 5, the results of the heteroscedasticity test using the Glejser test, the output shows that there is no significant relationship between all independent variables and the absolute

value of the residual, which is indicated by Sig. greater than 0.05. This means that this model does not experience heteroscedasticity.

Multiple Correlation Coefficient Analysis

The purpose of correlation coefficient analysis is to assess how strong the linear relationship is between two variables without separating the independent and dependent variables. Here are the results of the multiple correlation coefficient test:

Table8Multiple Correlation Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.847a	,717	,713	2,724	,717	186,472	4	295	,000

Source: Primary data results, 2025

From the table above, it is known that the significant value is < ,000 max. ạit is said that the correlation between the variables and nịlai r square = 0.847, meaning that there is a strong relationship between the variables of investment motivation, investment knowledge, return perception and brand ambassadors on investment interest.

Coefficient of Determination (R2)

According to(Ghozali, 2021)The coefficient of determination basically assesses the extent to which a model can explain the variation in the independent variable to the dependent variable. The r2 value ranges from 0 to 1, where the closer it is to 1, the more effective the model is in interpreting the percentage of variation in the dependent variable that is influenced by the independent variable in the model. The following are the results of the determination coefficient test.

Table9Results of the determination coefficient test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.847a	,717	,713	2,724	,717	186,472	4	295	,000

Source: Primary data results, 2025

The table above shows that the R value is 0.847 and R2 is 0.717. These numbers are used to see the magnitude of the influence of investment motivation, investment knowledge, return perception and brand ambassador on investment interest. How to calculate R square using the coefficient of determination using the following formula:

Kd $= r2 x 100\%$

$= (0.847)2$ x 100%

$= 0.717 x 100$

$= 71.7\%$

So it can be concluded that the magnitude of the influence of the variables of investment motivation, investment knowledge, perception of returns and brand ambassadors on investment interest is 0.717 or 71.7%.

Multiple Linear Regression Analysis

Regression analysis aims to assess how strong the relationship is between two or more variables, also indicating the direction of the relationship between the dependent variable and the independent variable Ghozali (2021, p. 145). The form of the multiple linear equation in this study is as follows:

Table10Multiple Linear Regression Analysis Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,767	1,546		-1,143	,254
Investment Motivation	,335	,030	,409	11,281	,000
Investment Knowledge	,320	,056	,204	5,736	,000
Perception of Return	,746	,112	,248	6,665	,000
Brand Ambassador	,390	,058	,266	6,749	,000

Source: Primary data results, 2025

Based on table 4.14, the multiple linear regression equation is as follows:

$Y = -1.767 + 0.335.X1 + 0.320.X2 + 0.746.X3 + 0.390.X4$

From the equation above it can be explained that:

1. The constant value obtained is -1.767 indicating that if the independent variables, namely investment motivation, investment knowledge, return perception and brand ambassador are zero, then the constant value of the influence of investment interest is -1.767.
2. The investment motivation variable has a regression coefficient value of 0.335, indicating that the investment motivation variable has a positive influence on investment interest, meaning that each unit increase in the investment motivation variable will affect investment interest by 0.335.
3. The investment knowledge variable has a regression coefficient value of 0.320, indicating that the investment knowledge variable has a positive influence on investment interest, meaning that each unit increase in the investment knowledge variable will affect investment interest by 0.320.
4. The return perception variable has a regression coefficient value of 0.746, indicating that the return perception variable has a positive influence on investment interest, meaning that each unit increase in the return perception variable will affect investment interest by 0.746.
5. The brand ambassador variable has a regression coefficient value of 0.390, indicating that the brand ambassador variable has a positive influence on investment interest, meaning that each unit increase in the brand ambassador variable will affect investment interest by 0.390.

Simultaneous Significance Test (F Test)

The t-test or partial is conducted to assess the impact of each independent variable separately on the dependent variable. The calculated F results seen in the F test indicate that the independent variable has an effect on the dependent variable if the significance value is less than 0.05 and the calculated F> table.

Table11F Test Results

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5533,696	4	1383,424	186,472	.000b

Residual	2188,584	295	7,419		
Total	7722,280	299			

Source: Primary data results, 2025

Based on table 11, it is known that the calculated F value is 186.472 with a significance value of 0.000. Using a significance level of 5% ($a=0.05$), and the degrees of freedom (df) for the F table are nk = 300-5 = 295 and k-1 = 4, then the F table is 2.40. Because the calculated F > F table, (2.40) and the significance value (0.000) < 0.05, it can be concluded that H0 is rejected and Ha is accepted. This means that there is an influence of investment motivation, knowledge investment, perception of return and brand ambassadors significantly affect investment interest.

Partial Significance Test (T-Test)

The t-test or partial test is conducted to assess the impact of each independent variable separately on the dependent variable. Here are the results of the partial test or t-test:

Table12T-Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,767	1,546		-1,143	,254
Investment Motivation	,335	,030	,409	11,281	,000
Investment Knowledge	,320	,056	,204	5,736	,000
Perception of Return	,746	,112	,248	6,665	,000
Brand Ambassador	,390	,058	,266	6,749	,000

Source: Primary data results, 2025

Based on table 10, the partial test is conducted using a significance level of 5% or 0.05. To determine the t table value, the formula t table = (a/2; nk-1) = (0.025; 295) is used, which produces a t table value of 1.968. Based on this t table value, regarding the partial test, the calculation results show that:

The Influence of Investment Motivation on Investment Interest

The investment motivation variable has a significance value of 0.000 <0.05, with a Tcount value of 11.281> Ttable value of 1.968, then the alternative hypothesis (Ha1) is accepted. This shows that the investment motivation variable has a significant effect on investment interest in Hybe Corporation shares.

The Influence of Investment Knowledge on Investment Interest

The investment knowledge variable has a significance value of 0.000 <0.05, with a Tcount value of 5.736> Ttable value of 1.968, then the alternative hypothesis (Ha2) is accepted. This shows that the investment knowledge variable has a significant effect on investment interest in Hybe Corporation shares.

The Influence of Perceived Return on Investment Interest

The return perception variable has a significance value of 0.000 <0.05, with a Tcount value of 6.665> Ttable value of 1.968, then the alternative hypothesis (Ha3) is accepted. This shows that the return perception variable has a significant effect on investment interest in Hybe Corporation shares.

The Influence of Brand Ambassadors on Investment Interest

The brand ambassador variable has a significance value of 0.000 <0.05, with a Tcount value of 6.749> Ttable value of 1.968, then the alternative hypothesis (Ha4) is accepted. This shows that

the brand ambassador variable has a significant effect on investment interest in Hybe Corporation shares.

Discussion

The Influence of Investment Motivation on Investment Interest in Hybe Corporation Stocks

The results of the hypothesis test show that investment motivation has a significant effect on investment interest in Hybe Corporation shares, so the alternative hypothesis (Ha1) is accepted. This means that the higher a person's motivation, the greater their interest in investing. This motivation can arise from internal motivation or from external factors, such as environmental motivation or market trends that encourage individuals to take concrete steps towards achieving financial goals through investment activities.

People who have a high level of investment motivation tend to be driven to take various actions that support the achievement of these financial goals. Investment motivation has a direct impact on influencing a person's interest in starting or carrying out investment activities, in accordance with the theory of hope motivation put forward by (Sunatar et al., 2023) which states that an individual's expectations of the results to be obtained from an action can influence the level of their desire to act. In other words, there is a strong and important relationship between a person's motivation to invest and their desire or interest in investing. Therefore, motivation is a factor that really influences a person's decision to invest and the greater the individual's expectations of the benefits of the investment, the stronger the urge to get involved in it.

This finding is in line with research conducted by (Santoso & Sasongko, 2024) which states that investment motivation influences investment interest. Meanwhile, research by (Burhanudin et al., 2021) found that although investment motivation tends to have a positive direction, it does not statistically have a significant impact on investment interest.

The Influence of Investment Knowledge on Investment Interest in Hybe Corporation Stocks

The results of the hypothesis test show that the Tcount value is greater than Ttable and the significance value is less than 0.05, so the alternative hypothesis (Ha2) is accepted. This indicates that investment knowledge has a significant influence on investment interest in Hybe Corporation shares. This means that there is strong empirical evidence to state that knowledge about investment significantly influences a person's interest in investing. The broader and deeper the knowledge possessed, the higher the individual's drive or desire to start or continue investment activities. Deeper knowledge makes individuals more confident in taking more certain investment steps.

Investment knowledge includes broad insight into investment instruments, risk management strategies, and short-term and long-term financial goals. The more you know, the greater the desire to start or continue investing. Investment knowledge reflects a deep understanding of investment, which is very important for investors to be able to choose the type of investment that suits their goals and risk levels and financial targets. Therefore, adequate education and understanding of investment not only provide investors with a strong theoretical basis but also increase their confidence in facing various options for making decisions among the various investment options available. As stated by (Yuliati et al., 2020), the higher a person's level of knowledge about investment, the greater the potential for growing interest in actively and planned investment in Hybe Corporation shares.

The results of this study are in line with research conducted by (Syaputra et al., 2024) which states that investment knowledge influences investment interest. Another study by (Habiburahman

Habiburahman & Widya Puja Kesuma, 2023), showed different results, namely that investment knowledge does not have a significant effect on investment interest.

The Influence of Perceived Return on Investment Interest in Hybe Corporation Shares

The results of the hypothesis test show that the perception of return has a significant effect on investment interest in Hybe Corporation shares, so the alternative hypothesis (Ha3) is accepted. This means that the perception of return has a significant effect on investment interest. This perception includes the extent to which individuals understand and assess the potential benefits of an investment, either in the form of capital gains or dividend distribution or other business results.

This emphasizes the importance of improving investment literacy, especially in terms of understanding the risks and potential returns of investments in order to encourage investment interest among potential investors. The more positive an individual's perception of potential returns, the higher their tendency to invest. Therefore, the perception of return in question is a prospective investor's view of the profits they will achieve (Setyowati et al., 2020). By understanding the potential profits, prospective investors will feel more confident in making investment decisions.

The results of this study are in line with research conducted by (Prasetio et al., 2023), stating that the perception of return has a positive and significant effect on investment interest. However, the results of this study are inversely proportional to research by (Setyowati et al., 2020), stating that the perception of return does not have a significant effect on investment interest.

The Influence of Brand Ambassadors on Investment Interest in Hybe Corporation Shares

Based on the results of the hypothesis testing analysis, it shows that the Tcount value is greater than Ttable and the significance value is less than 0.05, so the alternative hypothesis (Ha4) is accepted. This means that brand ambassadors have a significant influence on investment interest in Hybe Corporation shares. The role of brand ambassadors is not only limited to product promotion, but also includes influence on investment decisions made by prospective investors. As a representation of the brand, brand ambassadors are able to build trust and create emotional closeness with the public, which ultimately encourages interest in investing.

The reliable source theory states that "People are more likely to be influenced", which means that the more trustworthy a communicator is, the greater his/her ability to influence the audience (Febi Ardhani et al., 2024). In this context, brand ambassadors act as communicators who are trusted by the public because of the positive image they have, so they are able to influence the public's perception and investment preferences towards the company's shares, especially Hybe Corporation.

The results of this study are in accordance with research conducted by (Kartawinata & Maharani, 2023), stating that brand ambassadors have a significant influence on investment interest. However, research conducted by (Febi Ardhani et al., 2024), stated that brand ambassadors do not have a significant effect on investment interest.

CONCLUSION

Based on the results of the research and discussion that has been carried out, the following conclusions can be drawn:

1. The investment motivation variable has a significant positive effect on investment interest in Hybe Corporation shares. This is evidenced by a significance value of 0.000 <0.05, with a Tcount value of 11.281> Ttable value of 1.968, so the alternative hypothesis (Ha1) is accepted.

2. The investment knowledge variable has a significant positive effect on investment interest in Hybe Corporation shares. This is evidenced by a significance value of 0.000 <0.05, with a Tcount value of 5.736> Ttable value of 1.968, then the alternative hypothesis (Ha2) is accepted.

3. The variable of return perception has a significant positive effect on investment interest in Hybe Corporation shares. This is proven by the significance value of 0.000 <0.05, with a Tcount value of 6.665> Ttable value of 1.968, then the alternative hypothesis (Ha3) is accepted.

4. The brand ambassador variable has a significant positive effect on investment interest in Hybe Corporation shares. This is proven bysignificance value 0.000 < 0.05, with a calculated T value of 6.749 > Ttable value of 1.968, then the alternative hypothesis (Ha4) is accepted.

SUGGESTION

Based on the research results and discussions explained above, the researcher provides the following suggestions:

1. Investors are advised to focus on market trends and innovations made by Hybe Corporation. Understanding the company's strategies and innovative steps will help in assessing the potential for growth and more promising investment opportunities in the future.

2. It is recommended to implement a medium to long-term investment strategy by paying attention to the company's profit and revenue growth trends which continue to increase significantly.

3. It is recommended for investors to consider the dividend policy implemented by Hybe Corporation, because consistent and attractive dividend distribution can increase investment interest and provide a positive signal regarding the company's financial health.

4. It is recommended for investors who have an interest in Hybe Corporation shares to consider investing as a promising long-term opportunity.

5. This study is suggested to further explore how personal motivations originating from investment interest in Hybe Corporation shares can influence individual investment decisions.

RESEARCH LIMITATIONS

1. This study has limitations in the data collection process on the sample, and only uses a questionnaire as a data collection instrument, so the results obtained tend to be subjective.

2. This research is limited to the BTS Army Indonesia social media account on Twitter as the location for data collection.

3. The independent variables used in this study only use several factors, namely investment motivation, investment knowledge, perception of returns and brand ambassadors on investment interest in Hybe Corporation shares.

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