

Judul : “Pengaruh Pengetahuan Investasi dan Persepsi Resiko terhadap Minat Investasi Mahasiswa Universitas Dhyana Pura”

Nama : Yoseph Dasilva Gandu

NIM : 19111501023

ABSTRAK

Minat merupakan suatu keadaan dimana seseorang mempunyai perhatian terhadap sesuatu dan disertai keinginan untuk mengetahui dan mempelajari maupun membuktikannya lebih lanjut. Minat sangat besar pengaruhnya dengan aktivitas yang dilakukan khususnya bagi seseorang yang sedang melakukan aktivitas investasi atau dalam proses pembelajaran untuk menambah pengetahuannya mengenai investasi. Rendahnya minat investasi masyarakat karena kurangnya pengetahuan dan persepsi risiko untuk berinvestasi di pasar modal, oleh karena itu pemerintah melalui Bursa Efek Indonesia perlu mengadakan berbagai seminar atau kampanye “*yuk nabung saham*” dalam rangka meningkatkan jumlah investor yang ada dipasar modal Indonesia. Analisis data menggunakan regresi linear berganda.

Penelitian ini dilakukan pada mahasiswa Universitas Dhyana Pura, Fakultas Ekonomi Bisnis dan Humaniora, program studi Akuntansi. Populasi dari penelitian ini berjumlah 190 mahasiswa yang masih aktif kuliah, yang telah lulus mata kuliah pasar modal dan sampel yang diambil sebanyak 128 mahasiswa.

Berdasarkan hasil penelitian, diketahui bahwa pengetahuan investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal dan persepsi risiko berpengaruh positif dan signifikan terhadap minat investasi dipasar modal.

Kata kunci: Pengetahuan investasi, Persepsi risiko, Minat investasi.

Title : “The Effect of Investment Knowledge and Risk Perception on Investment Interest of Dhyana Pura University Students”

Name : Yoseph Dasilva Gandu

NIM : 19111501023

ABSTRACT

Interest is a condition where someone pays attention to something and is accompanied by a desire to know, learn, and prove it further. Interest has a very big influence on the activities carried out, especially for someone who is doing investment activities or is in the learning process to increase their knowledge about investment. Low public investment interest is due to a lack of knowledge and risk perception to invest in the capital market; therefore, the government, through the Indonesia Stock Exchange, needs to hold various seminars or “yuk nabung saham” campaigns in order to increase the number of investors in the Indonesian capital market. Data analysis using multiple linear regression.

This research was conducted among Dhyana Pura University students in the Faculty of Business Economics and Humanities, Accounting study program. The population of this study amounted to 190 students who were still actively studying and who had passed the capital market course, and the sample taken was 128 students.

Based on the results of the study, it is known that investment knowledge has a positive and significant effect on investment interest in the capital market, and risk perception has a positive and significant effect on investment interest in the capital market.

Keywords: investment knowledge, risk perception, investment interest.