

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana minat berinvestasi di pasar modal dipengaruhi oleh pengetahuan investasi, motivasi investasi, fasilitas investasi online, dan modal minimum investasi di kalangan mahasiswa program akuntansi Fakultas Ekonomi Universitas Prima Indonesia. Partisipan penelitian ini adalah **204** mahasiswa Program Studi Akuntansi Universitas Prima Indonesia angkatan **2019** yang telah mengambil mata kuliah Investasi dan Pasar Modal. Pengambilan sampel dilakukan dengan metode purposive sampling yang menghasilkan **122** siswa terpilih. Studi ini menggunakan teknik penelitian kuantitatif. Uji Validitas dan Reliabilitas digunakan untuk menganalisis instrumen uji coba. Prosedur pemeriksaan informasi yang digunakan dalam tinjauan ini adalah Uji Asumsi Klasik dan Model Analisis Regresi Linier Berganda. Dalam penelitian ini, kuesioner berbasis *Google Form* digunakan untuk mengumpulkan data. Hasil penelitian menunjukkan bahwa Motivasi Investasi dan Modal Minimum Investasi berpengaruh positif terhadap Minat Investasi, sedangkan Pengetahuan Investasi dan Fasilitas Investasi Online berpengaruh negatif parsial. Minat Investasi dipengaruhi secara positif oleh temuan studi secara simultan mengenai pengetahuan investasi, motivasi investasi, fasilitas investasi online, dan modal investasi yang minimum.

**Kata Kunci** : Pengetahuan Investasi, Motivasi Investasi, Fasilitas Investasi *Online*, Modal Minimal Investasi, dan Minat Investasi.

## ABSTRACT

*The goal of this study is to find out how investment interest in the capital market is affected by investment knowledge, investment motivation, the online investment facility, and a minimum investment capital among accounting program students at the Faculty of Economics at the University of Prima Indonesia. This study's participants were 204 Accounting Study Program students from Prima Indonesia University's 2019 class who had taken the Investment and Capital Markets course. A purposive sampling method was used to select the sample, which resulted in the selection of 122 students. This study employs quantitative research techniques. The Validity and Reliability Tests were utilized for the analysis of the instrument trials. The information examination procedure utilized in this review is the Traditional Presumption Test and the Various Direct Relapse Examination Model. In this study, a Google Form-based questionnaire was used to collect data. The study's findings indicate that Investment Motivation and Minimum Investment Capital have a positive impact on Investment Interest, while Investment Knowledge and Online Investment Facility have a partial negative impact. Investment Interest is positively impacted by the study's findings simultaneously regarding investment knowledge, investment motivation, the online investment facility, and minimum investment capital.*

**Keywords:** *Investment Knowledge, Investment Motivation, Online Investment Facility, Minimum Investment Capital, and Investment Interest.*