

ABSTRAK

Penelitian ini menanyakan “Faktor apa saja yang mempengaruhi minat investasi mahasiswa Fakultas Hukum Universitas Prima Indonesia (UNPRI) di Pasar Modal?” penilaian dilakukan terhadap pengetahuan investasi, motivasi investasi, manfaat investasi, modal minimal investasi, return investasi dan risiko investasi. Dengan menentukan sampel penelitian sebanyak 98 orang untuk mengisi kuesioner, kumpulan data kuantitatif dibuat. Skala likert digunakan untuk mengukur setiap pertanyaan yang diajukan. Teknik pengambilan sampel menggunakan kriteria non probability sampling dengan pendekatan purposive sampling. Analisis meliputi regresi linier berganda dan uji asumsi klasik menggunakan program SPSS. Keenam variabel independen menjelaskan 82,9% minat investasi, sedangkan variabel eksternal menjelaskan 17,1%.

Kata Kunci: Pengetahuan Investasi, Motivasi Investasi, Manfaat Investasi, Modal Minimal Investasi, Return Investasi, dan Risiko Investasi, Minat Investasi.

ABSTRACT

This study investigates "What factors influence the investment interest of students from the Faculty of Law at Universitas Prima Indonesia (UNPRI) in the capital market?" The assessment was conducted on investment knowledge, investment motivation, investment benefits, minimum investment capital, investment returns, and investment risks. A sample of 98 individuals was selected to fill out the questionnaire, and a collection of quantitative data was created. The Likert scale was used to measure each question asked. The sampling technique employed was non-probability sampling with a purposive sampling approach. The analysis included multiple linear regression and classical assumption testing using the SPSS program. The six independent variables explained 82.9% of investment interest, while external variables explained 17.1%.

Keywords: Investment Knowledge, Investment Motivation, Investment Benefits, Minimum Investment Capital, Investment Returns, and Investment Risks, Investment Interest.