

ABSTRAK

ABSTRACT

This research aims to analyze the influence of capital market training, financial literacy, minimum capital, stock returns, risk perception, and motivation on the investment interest of housewives in the capital market. The background of this research is based on the low participation of housewives in Indonesia's capital market investment, despite their considerable potential as retail investors. This research uses a quantitative approach with a sample of 99 respondents consisting of housewives in Medan City. The data were analyzed using multiple linear regression, validity and reliability tests, classical assumption tests, as well as t and F tests. The results of the research show that, partially, the variables of capital market training, financial literacy, minimum capital, stock returns, and motivation have a positive and significant effect on investment interest, while risk perception has a negative and significant effect. Simultaneously, all six variables significantly influence the investment interest of housewives. Among all variables, motivation has the most dominant influence.

Keywords : *Capital Market Training, Financial Literacy, Minimum Capital, Stock Returns, Risk Perception, Motivation, Investment Interest, Housewives*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pelatihan pasar modal, literasi keuangan, modal minimal, return saham, persepsi risiko, dan motivasi terhadap minat ibu rumah tangga dalam berinvestasi di pasar modal. Latar belakang dari penelitian ini didasari oleh rendahnya partisipasi ibu rumah tangga dalam investasi di pasar modal Indonesia, meskipun mereka memiliki potensi besar sebagai investor ritel. penelitian ini menggunakan pendekatan kuantitatif dan menggunakan sampel sebanyak 99 responden yang terdiri dari ibu rumah tangga yang ada di Kota Medan. Data dianalisis menggunakan regresi linear berganda, uji validitas, reliabilitas, asumsi klasik, serta uji t dan f. Hasil dari penelitian ini menunjukkan bahwa secara parsial variabel pelatihan pasar modal, literasi keuangan, modal minimal, return saham, dan motivasi berpengaruh positif dan signifikan terhadap minat investasi, sementara persepsi risiko berpengaruh negatif dan signifikan. Secara simultan, keenam variabel tersebut memiliki pengaruh signifikan terhadap minat ibu rumah tangga dalam berinvestasi. Di antara seluruh variabel, motivasi memiliki pengaruh paling dominan.

Kata Kunci : *Pelatihan Pasar Modal, Literasi Keuangan, Modal Minimal, Return Saham, Persepsi Risiko, Motivasi, Minat Investasi, Ibu Rumah Tangga*