ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Pengetahuan Investasi, Motivasi Investasi, Informasi Akuntansi, dan Persepsi Risiko terhadap Minat Berinvestasi pada mahasiswa Fakultas Sains dan Teknologi Universitas Prima Medan. Mahasiswa dipilih sebagai objek penelitian karena kelompok ini dianggap berada pada fase awal pengambilan keputusan finansial dan memiliki potensi besar untuk berpartisipasi di pasar modal. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 100 responden yang diperoleh melalui teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linear berganda melalui bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa secara parsial, variabel Pengetahuan Investasi, Motivasi Investasi, dan Persepsi Risiko berpengaruh signifikan terhadap Minat Berinvestasi, sedangkan Informasi Akuntansi tidak menunjukkan pengaruh signifikan. Secara simultan, keempat variabel independen tersebut terbukti berpengaruh signifikan terhadap Minat Berinvestasi, dengan nilai R Square sebesar 0,410 yang mengindikasikan bahwa 41% variasi minat berinvestasi dapat dijelaskan oleh model. Temuan ini menegaskan bahwa aspek pemahaman investasi, dorongan motivasional, ketersediaan informasi, serta cara individu menilai risiko merupakan faktor penting yang memengaruhi minat mahasiswa untuk berinvestasi di pasar modal.

Kata Kunci: Pengetahuan Investasi, Motivasi Investasi, Informasi Akuntansi, Persepsi Risiko, Minat Berinvestasi

ABSTRACT

This study aims to analyze the effect of Investment Knowledge, Investment Motivation, Accounting Information, and Risk Perception on Investment Interest among students of the Faculty of Science and Technology, Prima University Medan. Students were chosen as the research subjects because this group is considered to be in the early stages of financial decision-making and has great potential to participate in the capital market. This study uses a quantitative approach with a sample size of 100 respondents obtained through purposive sampling. Data analysis was performed using multiple linear regression with the help of SPSS software. The results show that, partially, the variables of Investment Knowledge, Investment Motivation, and Risk Perception have a significant effect on Investment Interest, while Accounting Information does not show a significant effect. Simultaneously, the four independent variables were proven to have a significant effect on Investment Interest, with an R Square value of 0.410, indicating that 41% of the variation in investment interest can be explained by the model. These findings confirm that aspects of investment understanding, motivational drive, information availability, and how individuals assess risk are important factors that influence students' interest in investing in the capital market.

Keywords: *Investment Knowledge, Investment Motivation, Accounting Information, Risk Perception, Interest in Investing*