

**PENGARUH PENGETAHUAN INVESTASI, MOTIVASI INVESTASI, MODAL
MINIMAL INVESTASI, DAN RETURN INVESTASI TERHADAP MINAT
INVESTASI DI PASAR MODAL**

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ABSTRAK

Riset ini bertujuan mengkaji pengaruh pengetahuan investasi, motivasi investasi, modal minimal investasi, dan return investasi baik simultan dan parsial pada minat investasi. Kuantitatif sebagai dasar pendekatan penelitian. Populasi serta sampel sebesar 150 orang. Modelnya dengan regresi linear berganda. Hasilnya adalah Pengetahuan Investasi, Motivasi Investasi, Modal Minimal Investasi, Return Investasi berpengaruh secara parsial dan simultan pada minat investasi di pasar modal.

Kata Kunci : Pengetahuan Investasi, Motivasi Investasi, Modal Minimal Investasi, Return Investasidan Minat Investasi.

ABSTRACT

This research aims to examine the effect of investment knowledge, investment motivation, minimum investment capital, and investment return both simultaneous and partial on investment interest. Quantitative as the basis of research approaches. Population and sample of 150 people. The model is with multiple linear regression. The result is investment knowledge, Investment motivation, minimum investment capital, investment Return affect partially and simultaneously on investment interest in the capital market.

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