

## ABSTRAK

### **PENGARUH PERSEPSI RISIKO, MOTIVASI INVESTASI, MODAL MINIMAL DAN PENGETAHUAN INVESTASI TERHADAP MINAT INVESTASI DI PASAR MODAL PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MUHAMMADIYAH JEMBER**

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh persepsi, motivasi investasi, modal minimum dan pengetahuan investasi terhadap minat mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember untuk berinvestasi di pasar modal. Variabel independen yang digunakan dalam penelitian ini adalah persepsi risiko, motivasi investasi, modal minimum dan pengetahuan investasi. Penelitian ini melibatkan 1415 mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember angkatan 2018-2021. Dalam penelitian ini teknik pengambilan sampel adalah simple random sampling, dimana jumlah keseluruhan mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember adalah 102 orang. Teknik analisis menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa variabel persepsi risiko, motivasi investasi, modal minimum dan pengetahuan investasi berpengaruh positif dan signifikan terhadap minat mahasiswa untuk berinvestasi baik secara parsial maupun simultan di pasar modal.

Kata Kunci: Persepsi Risiko, Motivasi Investasi, Modal Minimal dan Pengetahuan Investasi, Minat Investasi

## **ABSTRACT**

### **EFFECT OF RISK PERCEPTION, INVESTMENT MOTIVATION, MINIMUM CAPITAL AND INVESTMENT KNOWLEDGE OF INVESTMENT IN INTEREST IN THE CAPITAL MARKET IN STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS MUHAMMADIYAH UNIVERSITY JEMBER**

*The purpose of this study was to determine and analyze the effect of perception, investment motivation, minimum capital and investment knowledge on the interest of students of the Faculty of Economics and Business, Muhammadiyah University of Jember to invest in the capital market. The independent variables used in this study are perceived risk, investment motivation, minimum capital and investment knowledge. The population in this study were 1415 students of the Faculty of Economics and Business, Muhammadiyah University of Jember, class of 2018-2021. In this study the sampling technique was simple random sampling, so that the total number of students at the Faculty of Economics and Business, Muhammadiyah University of Jember was 102 people. The analysis technique uses multiple linear regression analysis. The results of this study indicate that the variables of risk perception, investment motivation, minimum capital and investment knowledge have a positive and significant impact on students' interest in investing in the capital market either partially or simultaneously.*

*Key Word: Perception of Risk, Investment Motivation, Minimum Capital and Investment Knowledge, Investment Interest*