PENGARUH PENGETAHUAN INVESTASI, *RETURN,* RISIKO, MODAL MINIMAL, KEMUDAHAN APLIKASI INVESTASI *ONLINE,* DAN *SOCIAL MEDIA INFLUENCER* TERHADAP MINAT INVESTASI MAHASISWA DI PASAR MODAL

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh pengetahuan investasi, *return,* risiko, modal minimal, kemudahan aplikasi investasi *online*, dan *social media influencer* secara parsial dan simultan terhadap minat investasi mahasiswa di pasar modal. Jenis penelitian ini adalah penelitian kausal dengan pendekatan kuantitatif. Populasi penelitian adalah mahasiswa aktif Fakultas Ekonomi Universitas Pendidikan Ganesha, sampel penelitian berjumlah 348 mahasiswa yang diambil dengan teknik *proportional sampling* sesuai dengan jumlah mahasiswa setiap program studi. Pengumpulan data dilakukan dengan penyebaran kuesioner. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian mengungkapkan bahwa secara parsial dan simultan pengetahuan investasi, *return,* risiko, modal minimal, kemudahan aplikasi investasi *online*, dan *social media influencer* berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di pasar modal.

Kata kunci: pengetahuan investasi, *return,* risiko, modal minimal, kemudahan aplikasi investasi *online*, *social media influencer*, minat investasi

THE EFFECT OF INVESTMENT KNOWLEDGE, RETURN, RISK, MINIMAL CAPITAL, THE EASE OF ONLINE INVESTMENT APPLICATIONS, AND SOCIAL MEDIA INFLUENCERS ON STUDENT INVESTMENT INTEREST IN THE CAPITAL MARKET

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ABSTRACT

This study aims to examine the effect of investment knowledge, return, risk, minimal capital, ease of online investment application, and social media influencers partially and simultaneously on student investment interest in the capital market. This type of research is causal research with a quantitative approach. The research population is active students of the Faculty of Economics, Ganesha University of Education, the research sample is 348 students conducted by proportional sampling technique according to the number of students in each study program. Data was collected by distributing questionnaires. The data analysis technique used multiple linear regression analysis. The results of the study reveal that partially and simultaneously knowledge of investment, return, risk, minimal capital, ease of online investment application, and social media influencers have a positive and significant effect on student investment interest in the capital market.

Keywords: investment knowledge, return, risk, minimal capital, ease of online investment application, social media influencer, investment interest