

**PENGARUH MODAL MINIMAL, TINGKAT RISIKO, RETURN,
TINGKAT PENGETAHUAN INVESTASI, LINGKUNGAN SOSIAL DAN
FASILITAS ONLINE TERHADAP MINAT MAHASISWA
BERINVESTASI DI PASAR MODAL**

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ABSTRAK

Penelitian kali ini dibuat untuk mengetahui pengaruh modal minimal, tingkat risiko, *return*, tingkat pengetahuan investasi, lingkungan sosial, fasilitas *online* terhadap minat mahasiswa berinvestasi di pasar modal. Jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini menggunakan data primer yang didapatkan melalui kuesioner dengan populasi mahasiswa Universitas Pendidikan ganesha program studi S1 Akuntansi dan Manajemen. Jumlah sampel pada penelitian ini sejumlah 86 mahasiswa dengan bantuan perhitungan menggunakan rumus slovin. Sampel diambil menggunakan metode *proportionate stratified random sampling*. Hasil dari penelitian ini yaitu (1) variabel modal minimal tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (2) tingkat risiko tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (3) *return* tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (4) tingkat pengetahuan investasi berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (5) lingkungan sosial tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (6) fasilitas *online* tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal,

Kata Kunci : modal minimal, tingkat risiko, *return*, tingkat pengetahuan investasi, lingkungan sosial, fasilitas *online* terhadap minat berinvestasi

**INFLUENCE OF MINIMUM CAPITAL, RISK LEVEL, RETURN, LEVEL
INVESTMENT KNOWLEDGE, SOCIAL ENVIRONMENT AND ONLINE
FACILITIES TO STUDENTS' INTEREST IN INVESTING IN THE
CAPITAL MARKET**

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ABSTRACT

This research was conducted to determine the effect of minimum capital, risk level, *return*, investment knowledge level, social environment, *online* facilities on student interest in investing in the capital market. This type of research is quantitative research. This study uses primary data obtained through a questionnaire with a student population of Ganesha University of Education, S1 Accounting and Management study program. The number of samples in this study were 86 students with the help of calculations using the slovin formula. Samples were taken using *proportionate stratified random sampling method*. The results of this study are (1) the minimal capital variable has no effect on student interest in investing in the capital market, (2) the level of risk does not affect student interest in investing in the capital market, (3) *return* does not affect student interest in investing in the capital market, (4) the level of investment knowledge has an effect on students' interest in investing in the capital market, (5) the social environment has no effect on students' interest in investing in the capital market, (6) *online* facilities have no effect on students' interest in investing in the capital market

Keywords : minimum capital, risk level, *return*, investment knowledge level, social environment, *online* facilities on investment interest