

**PENGARUH PENGETAHUAN KEUANGAN, PERSEPSI RISIKO, DAN  
EKSPEKTASI *RETURN* TERHADAP KEPUTUSAN INVESTASI MAHASISWA  
FAKULTAS EKONOMI UNDIKSHA DI STOCKBIT**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan keuangan, persepsi risiko, dan ekspektasi *return* terhadap keputusan investasi mahasiswa Fakultas Ekonomi Undiksha di Stockbit. Penelitian ini menggunakan pendekatan kuantitatif. Populasi pada penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha yang telah berinvestasi di Stockbit. Sampel dalam penelitian ini menggunakan sampel jenuh, sehingga terdapat 62 mahasiswa yang digunakan dalam penelitian ini. Data diperoleh dengan penyebaran kuesioner secara online menggunakan *google form*. Data yang digunakan adalah data primer berupa jawaban responden dan diolah menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa pengetahuan keuangan berpengaruh positif terhadap keputusan investasi mahasiswa Fakultas Ekonomi Undiksha di Stockbit, persepsi risiko berpengaruh positif terhadap keputusan investasi mahasiswa Fakultas Ekonomi Undiksha di Stockbit, dan ekspektasi *return* berpengaruh positif terhadap keputusan investasi mahasiswa Fakultas Ekonomi Undiksha di Stockbit.

**Kata Kunci:** Keputusan Investasi Mahasiswa Fakultas Ekonomi Undiksha di Stockbit, Pengetahuan Keuangan, Persepsi Risiko, dan Ekspektasi *Return*.

**THE EFFECT OF FINANCIAL KNOWLEDGE, RISK PERCEPTION, AND  
RETURN EXPECTATIONS ON INVESTMENT DECISIONS OF ECONOMICS  
FACULTY STUDENTS AT STOCKBIT**

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**ABSTRAC**

*This study aims to determine the effect of financial knowledge, risk perception, and expected return on the investment decisions of Economics Faculty students at Stockbit. This study uses a quantitative approach. The population in this study were students of the Faculty of Economics, University of Education of Ganessa who had invested in Stockbit. The sample in this study used a saturated sample, so there were 62 students used in this study. Data was obtained by distributing questionnaires online using the Google form. The data used is primary data in the form of respondents' answers and processed using SPSS version 26. The results show that financial knowledge has a positive and significant effect on investment decisions of Economics Faculty students at Stockbit, risk perception has a positive and significant effect on investment decisions of Economics Faculty students at Stockbit, and return expectations have a positive and significant effect on the investment decisions of Economics Faculty students at Stockbit.*

**Keywords:** *Investment Decision of Faculty of Economics Undiksha Students in Stockbit, Financial Knowledge, Perceived Risk, and Expected Return.*