

**PENGARUH NORMA SUBJEKTIF, *RETURN*, RISIKO, DAN
PENGETAHUAN INVESTASI TERHADAP MINAT
INVESTASI DI PASAR MODAL PADA
MAHASISWA FAKULTAS
EKONOMI UNDIKSHA**

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ABSTRAK

Penelitian ini bertujuan guna menguji imbas norma subjektif, *return*, risiko, dan pengetahuan investasi pada minat investasi di pasar modal pada mahasiswa Fakultas Ekonomi Undiksha. Riset ini yakni riset kuantitatif kausal. Subjek pada riset ini yakni mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha, sementara objek pada riset ini yakni norma subjektif, *return*, risiko, pengetahuan investasi dan minat investasi. Data dikumpulkan lewat mengaplikasikan kuesioner yang lantas dianalisis lewat metode analisis regresi linear berganda. Impak riset mengutarakan (1) norma subjektif berpengaruh positif dan signifikan pada minat investasi, (2) *return* berpengaruh positif dan signifikan pada minat investasi, (3) risiko berpengaruh positif dan signifikan pada minat investasi, (4) pengetahuan investasi berpengaruh positif dan signifikan pada minat investasi, (5) norma subjektif, *return*, risiko, dan pengetahuan investasi berpengaruh positif signifikan pada minat investasi.

Kata kunci: norma subjektif, *return*, risiko, pengetahuan investasi, minat investasi.

ABSTRACT

This study aims to examine the effect of subjective norms, returns, risks, and investment knowledge on interest in investing in the capital market in Undiksha Faculty of Economics students. This research is a causal quantitative research. The subjects in this study were students of the Faculty of Economics, University of Education of Ganesha, while the objects in this study were subjective norms, returns, risks, investment knowledge and investment interest. Data was collected using a questionnaire which was then analyzed using multiple linear regression analysis methods. The results of the study show that (1) subjective norm has a positive and significant effect on investment intention, (2) return has a positive and significant effect on investment intention, (3) risk has a positive and significant effect on investment intention, (4) investment knowledge has a positive and significant effect on investment interest, (5) subjective norms, returns, risks, and investment knowledge have a significant effect on investment interest.

Keywords: *subjective norm, return, risk, investment knowledge, investment interest.*