

**PENGARUH PENGETAHUAN INVESTASI,  
RETURN, DAN RISIKO TERHADAP MINAT  
INVESTASI PASAR MODAL  
(Studi Pada Mahasiswa Program Studi S1  
Manajemen Universitas Pendidikan Ganesha)**

Oleh

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**ABSTRAK**

Penelitian ini menyelidiki bagaimana pengetahuan investasi, *return*, dan risiko mempengaruhi keinginan mahasiswa program Sarjana Manajemen Universitas Pendidikan Ganesha dalam melakukan investasi di pasar modal. Dalam proses pembelajaran, 88 siswa yang dipilih dengan menggunakan teknik *stratified random sampling* digunakan sebagai contoh metodologi kausal kuantitatif. Kuesioner digunakan untuk mengumpulkan data, yang kemudian dianalisis menggunakan regresi linier berganda. Minat berinvestasi secara kuat dan simultan dipengaruhi oleh pengetahuan investasi, *return*, dan risiko, menurut temuan penelitian. Minat berinvestasi dipengaruhi secara positif dan signifikan oleh pengetahuan investasi dan *return*. Namun, minat investasi tidak terpengaruh oleh risiko.

**Kata Kunci** : Pengetahuan investasi, *return*, risiko, minat investasi, dan pasar modal.

***THE EFFECT OF INVESTMENT KNOWLEDGE, RETURN, AND RISK ON  
INTENTION IN CAPITAL MARKET INVESTMENT***  
*(Study on Undergraduate Management Study Program Students at Ganesha University  
of Education)*

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***ABSTRACT***

*This research investigated how investment knowledge, return, and risk influenced the interest of students in the Management Bachelor's program at Ganesha Education University in investing in the capital market. In the learning process, 88 students selected using stratified random sampling technique were used as a sample for quantitative causal methodology. Questionnaires were used to collect data, which were then analyzed using multiple linear regression. Investment interest is strongly and simultaneously influenced by investment knowledge, return, and risk, according to the research findings. Investment interest is positively and significantly influenced by investment knowledge and return. However, investment interest is not affected by risk.*

***Keyword*** : *Investment knowledge, return, risk, capital market*