

**PENGARUH MODAL MINIMAL, EKSPEKTASI RETURN, KEMAJUAN
TEKNOLOGI, DAN PERAN *SOCIAL MEDIA INFLUENCER* TERHADAP
MINAT INVESTASI SAHAM PADA KALANGAN GENERASI Z DI
KOTA DENPASAR**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dari modal minimal, ekspektasi return, kemajuan teknologi, dan peran *social media influencer* terhadap minat investasi saham pada kalangan generasi Z di Kota Denpasar. Penelitian menggunakan sebanyak 400 responden dengan subjek penelitian yaitu kalangan generasi Z di Kota Denpasar yang berusia 18-25 tahun. Data dikumpulkan menggunakan kuesioner, serta teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan program *IBM SPSS 25 for windows*. Hasil penelitian menunjukkan variabel modal minimal, ekspektasi return, kemajuan teknologi, dan peran *social media influencer* memiliki pengaruh yang positif dan signifikan terhadap minat investasi saham. Artinya minat kalangan generasi Z di Kota Denpasar untuk berinvestasi saham dipengaruhi oleh adanya kecukupan modal, tingkat pengembalian, dukungan teknologi, dan dukungan dari *social media influencer*.

Kata kunci: Modal Minimal, Ekspektasi Return, Kemajuan Teknologi, Peran *Social Media Influencer*, Minat Investasi Saham.

***EFFECT OF MINIMAL CAPITAL, RETURN EXPECTATIONS,
TECHNOLOGICAL PROGRESS, AND THE ROLE OF SOCIAL MEDIA
INFLUENCER ON STOCK INVESTMENT INTEREST AMONG THE Z
GENERATION IN DENPASAR CITY***

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ABSTRACT

This study aims to examine the effect of minimal capital, return expectations, technological advances, and the role of social media influencers on stock investment interest among the Z generation in Denpasar City. The research used as many as 400 respondents with the subject of the research being Z generation in Denpasar City who were 18-25 years old. Data were collected using a questionnaire, and the data analysis technique used was multiple linear regression analysis with the help of IBM SPSS 25 for windows program. The results showed that the variables of minimum capital, return expectations, technological progress, and the role of social media influencers have a positive and significant influence on stock investment interest. This means that the interest of Z generation in Denpasar City to invest in stocks is influenced by the adequacy of capital, the rate of return, technological support, and support from social media influencers.

Key Words: Minimal Capital, Return Expectations, Technological Progress, The Role Of Social Media Influencer, Stock Investment Interest.