

# **ANALISIS PENGARUH EDUKASI INVESTASI, PERSEPSI RESIKO, RETURN, DAN MODAL INVESTASI MINIMUM TERHADAP MINAT BERINVESTASI DI PASAR MODAL**

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## **ABSTRAK**

Penelitian kali ini dibuat untuk mengetahui analisis pengaruh edukasi investasi, persepsi resiko, return, dan modal investasi minimum terhadap minat generasi milenial berinvestasi di pasar modal, jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini menggunakan data primer yang didapatkan melalui kuesioner dengan populasi seluruh mahasiswa aktif Universitas Pendidikan ganesha. Jumlah sampel pada penelitian ini sejumlah 349 mahasiswa dengan bantuan perhitungan menggunakan rumus *slovin*. Sampel diambil menggunakan metode *purposive sampling*. Hasil dari penelitian ini yaitu (1) edukasi investasi berpengaruh positif terhadap minat berinvestasi di pasar modal, (2) persepsi risiko berpengaruh positif terhadap minat berinvestasi di pasar modal, (3) *return* berpengaruh positif terhadap minat berinvestasi di pasar modal, (4) modal minimal investasi berpengaruh negatif terhadap minat berinvestasi di pasar modal,

**Kata Kunci:** edukasi investasi, persepsi resiko, return, dan modal investasi minimum

***ANALYSIS OF THE INFLUENCE OF INVESTMENT EDUCATION, RISK PERCEPTION, RETURN, AND MINIMUM INVESTMENT CAPITAL ON INTEREST IN INVESTING IN THE CAPITAL MARKET***

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***ABSTRACT***

*This research was made to determine the analysis of the effect of investment education, risk perception, return, and minimum investment capital on the interest of the millennial generation to invest in the capital market, this type of research is quantitative research. This study used primary data obtained through questionnaires with the population of all active students of Ganesha University of Education. The number of samples in this study was 349 students with the help of calculations using the slovin formula. Samples were taken using the purposive sampling method. The results of this study are (1) investment education has a positive effect on interest in investing in the capital market, (2) risk perception has a positive effect on interest in investing in the capital market, (3) return has a positive effect on interest in investing in the capital market, (4) minimum investment capital has a negative effect on interest in investing in the capital market,*

***Keywords:*** *investment education, risk perception, return, and invest capital*