

**PENGARUH LITERASI KEUANGAN DAN KEMAJUAN TEKNOLOGI  
TERHADAP MINAT INVESTASI DI PASAR MODAL  
PADA MAHASISWA FAKULTAS EKONOMI  
UNIVERSITAS PENDIDIKAN GANESHA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh literasi keuangan dan kemajuan teknologi secara simultan dan parsial terhadap minat mahasiswa dalam berinvestasi di pasar modal. Rancangan penelitian yang digunakan adalah kuantitatif kausal. Subjek penelitian adalah Mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha dan objek penelitian yaitu literasi keuangan, kemajuan teknologi, dan minat investasi di pasar modal. Jumlah sampel penelitian sebanyak 100 responden, dengan penentuan sampel menggunakan *purposive sampling*. Data penelitian dikumpulkan dengan kuesioner yang disebar secara *online* melalui media *google form*, kemudian dianalisis dengan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) literasi keuangan dan kemajuan teknologi berpengaruh signifikan terhadap minat investasi di pasar modal, (2) literasi keuangan berpengaruh positif dan signifikan terhadap minat investasi di pasar modal, (3) kemajuan teknologi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal.

**Kata Kunci:** literasi keuangan, kemajuan teknologi, minat investasi di pasar modal.

**THE INFLUENCE OF FINANCIAL LITERACY AND TECHNOLOGICAL  
ADVANCEMENT ON INVESTMENT INTEREST IN CAPITAL  
MARKETS FOR ECONOMICS FACULTY STUDENTS  
GANESHA EDUCATIONAL UNIVERSITY**

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**ABSTRACT**

*This study aimed to examine the effect of financial literacy and technological advances simultaneously and partially on students' interest in investing in the capital market. The research design used was quantitative causal. The research subjects were students of the Faculty of Economics, Ganesha University of Education and the object of research was financial literacy, technological advancement, and investment interest in the capital market. The number of research samples was 100 respondents, with sample determination using purposive sampling. The research data was collected with questionnaires distributed online through google form media, then analyzed by multiple linear regression analysis. The results showed that (1) financial literacy and technological advances have a significant effect on investment interest in the capital market, (2) financial literacy has a positive and significant effect on investment interest in the capital market, (3) technological advances have a positive and significant effect on investment interest in the capital market.*

**Keywords:** *financial literacy, technological advancement, investment interest in the capital market*