

**ANALISIS HUBUNGAN PENGETAHUAN INVESTASI, MOTIVASI
INVESTASI, DAN PERSEPSI RISIKO INVESTASI DENGAN MINAT
INVESTASI DI PASAR MODAL**

(Studi Pada Mahasiswa Fakultas Ekonomi, Universitas Pendidikan Ganesha)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara pengetahuan investasi, motivasi investasi, dan persepsi risiko investasi terhadap minat investasi di pasar modal. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan data primer yang dikumpulkan melalui penyebaran kuesioner daring menggunakan Google Form yang dibagikan melalui aplikasi WhatsApp. Populasi dalam penelitian ini adalah mahasiswa aktif Fakultas Ekonomi Universitas Pendidikan Ganesha tahun akademik 2024/2025 yang berjumlah 2.753 orang. Sampel penelitian sebanyak 130 responden ditentukan dengan teknik purposive sampling berdasarkan kriteria tertentu, yaitu mahasiswa aktif tahun ajaran 2024/2025, telah menempuh mata kuliah Manajemen Keuangan, telah menempuh mata kuliah Investasi dan Pasar Modal, serta sudah pernah berinvestasi. Teknik analisis data yang digunakan meliputi uji statistik deskriptif, uji kualitas data, uji asumsi klasik, analisis regresi dan korelasi berganda, koefisien determinasi, serta uji t, dengan bantuan perangkat lunak SPSS versi 29 for Windows. Hasil penelitian menunjukkan bahwa variabel Pengetahuan Investasi (X1) dan Motivasi Investasi (X2) memiliki hubungan positif terhadap Minat Investasi (Y), sedangkan Persepsi Risiko Investasi (X3) memiliki hubungan negatif terhadap Minat Investasi (Y).

Kata kunci: Pengetahuan Investasi, Motivasi Investasi, Persepsi Terhadap Risiko, Minat Investasi

***ANALYSIS OF THE RELATIONSHIP BETWEEN INVESTMENT
KNOWLEDGE, INVESTMENT MOTIVATION, AND INVESTMENT RISK
PERCEPTION WITH INVESTMENT INTEREST IN THE CAPITAL
MARKET***

***(A Study on Students of the Faculty of Economics, Universitas Pendidikan
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ABSTRACT

This study aims to examine the relationship between investment knowledge, investment motivation, and investment risk perception toward investment interest in the capital market. A quantitative survey method was employed using primary data, which was collected through an online questionnaire distributed via Google Form through WhatsApp. The population consisted of active students of the Faculty of Economics, Universitas Pendidikan Ganesha, in the 2024/2025 academic year, totaling 2,573 individuals. A sample of 130 respondents was selected using purposive sampling based on specific criteria: students must be active in the 2024/2025 academic year, have completed courses in Financial Management, have completed course Investment and Capital Markets, and have investment experience. Data analysis techniques included descriptive statistics, data quality tests, classical assumption tests, multiple regression and correlation analysis, coefficient of determination, and t-tests, processed using SPSS version 29 for Windows. The findings reveal that Investment Knowledge (X1) and Investment Motivation (X2) have a positive relationship with Investment Interest (Y), while Investment Risk Perception (X3) has a negative relationship with Investment Interest (Y).

Keywords: investment knowledge, investment motivation, risk perception, investment interest