

**PENGARUH PENGETAHUAN INVESTASI, MODAL MINIMAL  
INVESTASI DAN KEMAJUAN TEKNOLOGI TERHADAP MINAT  
BERINVESTASI DI PASAR MODAL**

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**ABSTRAK**

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui pengaruh pengetahuan investasi, modal minimal investasi dan kemajuan teknologi terhadap minat berinvestasi di pasar modal. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan dengan kuesioner sebagai instrument penelitian. Data ini merupakan data primer karena data didapatkan langsung dari jawaban responden atas pernyataan-pernyataan yang terdapat di dalam kuesioner yang disebarakan melalui *google form*. Seluruh mahasiswa Program Studi S1 Akuntansi, Fakultas Ekonomi, Universitas Pendidikan Ganesha dijadikan sebagai populasi dalam penelitian ini. Dari seluruh populasi tersebut, sampel ditentukan dengan metode *purposive sampling*. Berdasarkan metode pengambilan sampel tersebut, adapun sampel yang diperoleh sebanyak 245 responden. Teknik analisis data yang digunakan adalah uji statistik deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan bantuan program *SPSS 20.0 for Windows*. Hasil penelitian ini menunjukkan bahwa pengetahuan investasi ( $X_1$ ), modal minimal investasi ( $X_2$ ) dan kemajuan teknologi ( $X_3$ ) masing-masing berpengaruh positif terhadap minat berinvestasi di pasar modal.

Kata Kunci: pengetahuan investasi, modal minimal investasi, kemajuan teknologi dan minat investasi.

**INFLUENCE OF INVESTMENT KNOWLEDGE, MINIMUM CAPITAL  
INVESTMENT AND TECHNOLOGY ADVANCEMENT OF INTEREST  
IN INVESTMENT IN CAPITAL MARKET**

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**A B S T R A C T**

*This research was conducted with the aim to determine the effect of investment knowledge, minimal investment capital and technological advances on the interest in investing in the capital market. This study uses a quantitative approach. Data were collected using a questionnaire as a research instrument. This data is primary data because the data is obtained directly from respondents' answers to the statements contained in the questionnaire distributed via Google form. All S1 Accounting Study Program students, Faculty of Economics, Ganessa University of Education were made as the population in this study. Of the entire population, the sample was determined by the purposive sampling method. Based on the sampling method, the samples obtained were 245 respondents. The data analysis technique used was descriptive statistical tests, classic assumption tests and multiple linear regression analysis using SPSS 20.0 for Windows. The results of this study indicate that investment knowledge (X1), minimal capital investment (X2) and technological progress (X3) each have a positive effect on interest in investing in the capital market.*

*Keywords: investment knowledge, minimal investment capital, technological progress and investment interest.*