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

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengkaji secara mendalam mengenai: (1) pengaruh literasi keuangan terhadap minat investasi di pasar modal, (2) pengaruh *emotional bias* terhadap minat investasi di pasar modal, dan (3) pengaruh literasi keuangan dan *emotional bias* secara simultan terhadap minat investasi di pasar modal yang dikhususkan bagi mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha. Metodologi yang diterapkan dalam penelitian ini adalah pendekatan kuantitatif melalui desain kausal. Populasi penelitian mencakup seluruh mahasiswa Fakultas Ekonomi Universitas Pendidikan Ganesha dari angkatan 2022, 2023, dan 2024 yang berjumlah 2.130 orang. Penentuan jumlah sampel sebanyak 96 responden dihitung berdasarkan rumus Slovin dengan tingkat kesalahan sebesar 10%, sementara teknik penarikan sampel yang digunakan adalah *proportionate random sampling*. Pengumpulan data dilakukan melalui instrumen kuesioner yang telah teruji keabsahan (validitas) serta keandalannya (reliabilitas). Sebelum analisis dilakukan, pengujian asumsi klasik diterapkan terlebih dahulu, kemudian dilanjutkan dengan uji regresi linier berganda mengoperasikan SPSS 26.0 for Windows. Temuan penelitian mengindikasikan bahwa (1) literasi keuangan berpengaruh positif dan signifikan terhadap minat investasi, (2) *emotional bias* tidak berpengaruh signifikan terhadap minat investasi, serta (3) literasi keuangan dan emotional bias secara simultan berpengaruh positif dan signifikan terhadap minat investasi. Secara teoretis, pembuktian ini makin memperkuat *Theory of Planned Behavior* serta mendokumentasikan kontribusi penting di lingkungan populasi mahasiswa Fakultas Ekonomi berbekal kapabilitas akademik yang memadai, literasi keuangan khususnya aspek pengetahuan investasi memegang peranan sentral sebagai basis pembentukan minat investasi.

Kata Kunci: *emotional bias*, literasi keuangan, minat investasi, pasar modal

THE INFLUENCE OF FINANCIAL LITERACY AND EMOTIONAL BIAS ON INVESTMENT INTEREST IN THE CAPITAL MARKET AMONG STUDENTS OF THE FACULTY OF ECONOMICS UNIVERSITAS PENDIDIKAN GANESHA

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ABSTRACT

The purpose of this study is to examine in depth the following: (1) the influence of financial literacy on investment interest in the capital market, (2) the influence of emotional bias on investment interest in the capital market, and (3) the effect of financial literacy and emotional bias simultaneously on investment interest in the capital market specifically for students of the Faculty of Economics, Ganesha Education University. The methodology applied in this study is a quantitative approach through causal design. The research population includes all students of the Faculty of Economics, Ganesha Education University from the 2022, 2023, and 2024 batches totaling 2,130 people. The determination of the number of samples of 96 respondents was calculated based on the Slovin formula with an error rate of 10%, while the sample withdrawal technique used was proportionate random sampling. Data collection was carried out through questionnaire instruments that have been tested for validity and reliability. Before the analysis was carried out, the classical assumption test was applied first, then followed by a multiple linear regression test operating SPSS 26.0 for Windows. The findings of the study indicate that (1) financial literacy has a positive and significant effect on investment interest, (2) emotional bias does not have a significant effect on investment interest, and (3) financial literacy and emotional bias simultaneously have a positive and significant effect on investment interest. Theoretically, this evidence further strengthens the Theory of Planned Behavior and documents an important contribution in the student population of the Faculty of Economics armed with adequate academic capabilities, financial literacy, especially the aspect of investment knowledge, plays a central role as the basis for the formation of investment interest.

Keywords: capital market, emotional bias, financial literacy, investment interest.