

**INTENSI BERINVESTASI MAHASISWA FAKULTAS EKONOMI  
UNIDKSHA DI BURSA EFEK INDONESIA**

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**ABSTRAK**

Tujuan dari penelitian ini yaitu untuk mengetahui intensi berinvestasi mahasiswa Fakultas Ekonomi Undiksha di Bursa Efek Indonesia. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kualitatif untuk mendeskripsikan intensi mahasiswa dalam berinvestasi di Bursa Efek Indonesia. Populasi dalam penelitian ini seluruh mahasiswa Fakultas Ekonomi Undiksha angkatan 2017-2020 dengan sampel yang digunakan sebanyak 350 responden yang diperoleh dengan menggunakan rumus Slovin, dan teknik sampling yang digunakan proportional stratified random sampling. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis secara deskriptif. Hasil penelitian menunjukkan intensi berinvestasi mahasiswa dari dimensi sikap memperoleh skor 9.941 termasuk dalam kategori tinggi. Dimensi kontrol perilaku memperoleh skor 8.096 termasuk ke dalam kategori tinggi. Sedangkan, dimensi norma subjektif memperoleh skor 6.954 termasuk dalam kategori sedang. Jadi, dapat disimpulkan bahwa intensi berinvestasi mahasiswa tergolong tinggi ditinjau dari dimensi sikap dan kontrol perilaku, dan dimensi norma subjektif termasuk kategori sedang.

**Kata Kunci:** Intensi, Investasi, Bursa Efek Indonesia

# **INVESTING INTENTION OF ECONOMICS FACULTY'S STUDENTS IN UNDIKSHA ON THE INDONESIA STOCK EXCHANGE**

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## **ABSTRACT**

The aim of this study is to discover the investing intention of Economics Faculty's students in Undiksha on the Indonesia Stock Exchange. The type of this study is descriptive research which utilized a qualitative approach in order to describe the investing intention of students in the Indonesia Stock Exchange. The population of this study was all students class in 2017-2020 of Economics Faculty of Undiksha, by using 350 respondents as the samples that were conducted by using the Slovin formula, and sampling techniques using proportional stratified random sampling. The data was collected using questionnaires, and analyzed by descriptive. The result of this study showed that the investing intentions of students from attitude dimension obtained score of 9,941 falls into the high category. The behavior control dimension obtained a score of 8,096, belonging to the high category. Meanwhile, the subjective norm dimension scored 6,954 in the moderate category. So, it can be concluded that the intention of investing in students is relatively high reviewed from dimension of attitude and behavior control, and the dimension of subjective norm including moderate category.

**Keywords:** Intention, Invesment, Indonesia Stock Exchange