

**PENGARUH MOTIVASI, MODAL INVESTASI MINIMAL, DAN  
PERSEPSI RESIKO TERHADAP MINAT MAHASISWA UNIVERSITAS  
NEGERI BALI UNTUK BERINVESTASI DI PASAR MODAL**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi, modal investasi minimal dan persepsi resiko terhadap minat mahasiswa universitas negeri bali untuk 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 dalam kuesioner yang disebarakan melalui *google form*. Seluruh mahasiswa Program Studi S1 Akuntansi, Fakultas Ekonomi, Universitas Pendidikan Ganesha dan Universitas Udayana 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 285 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 menunjukkan bahwa motivasi (X1) dan modal investasi minimal (X2) berpengaruh positif secara signifikan, untuk persepsi resiko (X3) berpengaruh negatif secara signifikan terhadap minat berinvestasi.

Kata Kunci: motivasi, modal investasi minimal, persepsi resiko dan minat investasi.

**THE INFLUENCE OF MOTIVATION, MINIMUM INVESTMENT  
CAPITAL, AND RISK PERCEPTION ON THE INTEREST OF STATE  
UNIVERSITY STUDENTS IN BALI TO INVEST IN CAPITAL MARKET**

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**ABSTRACT**

*This study aims to determine the effect of motivation, minimal investment capital and risk perception on the interest of public university students in Bali to invest in capital market. This study uses a quantitative approach. Data were collected by using a questionnaire as a research instrument. This data is primary data because the data is obtained directly from the respondents' answers in the questionnaire distributed via google form. All students of S1 Accounting Study Program, Faculty of Economics, Ganesha University of Education and Udayana University were used as the population in this study. From the entire population, the sample was determined by purposive sampling method. Based on the sampling method, the samples obtained were 285 respondents. The data analysis technique used is descriptive statistical test, classical assumption test and multiple linear regression analysis using SPSS 20.0 for Windows program. The results showed that motivation (X1) and minimal investment capital (X2) had a significant positive effect, for risk perception (X3) had a significant negative effect on interest in investing.*

*Keywords: motivation, minimal investment capital, risk perception and investment interest.*