

**PENGARUH EDUKASI INVESTASI, RETURN, PERSEPSI HARGA, DAN  
MOTIVASI INVESTASI TERHADAP MINAT MAHASISWA UNTUK  
BERINVESTASI DI PASAR MODAL**

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**ABSTRAK**

Penelitian ini dilakukan untuk memahami pengaruh dari edukasi investasi, *return*, persepsi harga, dan motivasi investasi terhadap minat mahasiswa untuk berinvestasi di pasar modal. Jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini menggunakan data primer diperoleh dengan kuesioner dengan populasi mahasiswa Universitas Pendidikan Ganesha prodi S1 Akuntansi semester 6 serta 8 dan Manajemen semester 8. Pemilihan sampel dibantu dengan menggunakan rumus Slovin sehingga menghasilkan 90 mahasiswa menjadi sampel. Jumlah perkategori sampel diambil dengan menggunakan teknik *proportionate stratified random sampling*. Variabel independen yang digunakan dalam penelitian ini yaitu edukasi investasi, *return*, persepsi harga, dan motivasi investasi. Hasil penelitian menunjukkan (1) edukasi investasi tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (2) *return* tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, (3) persepsi harga berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal, dan (4) motivasi investasi berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal.

**Kata Kunci :** edukasi investasi, *return*, persepsi harga, motivasi investasi, minat berinvestasi

**THE EFFECT OF INVESTMENT EDUCATION, RETURN, PRICE  
PERCEPTION, AND INVESTMENT MOTIVATION ON STUDENT  
INTEREST TO INVESTING IN THE CAPITAL MARKET**

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**ABSTRACT**

This study aims to determine the effect of investment education, return, price perception, and investment motivation on student interest to investing in the capital market. This type of research is quantitative research. This study uses primary data obtained by questionnaires with a student population of Ganesha University of Education majoring in Accounting in 6th and 8th semesters and Management in 8th semester. The sample selection was assisted by using the Slovin formula so as to produce 90 students as samples. Sampling must also be calculated using the proportionate stratified random sampling technique. The independent variables used in this study are investment education, return, price perception, and investment motivation. The results showed (1) investment education had no effect on student interest in investing in the capital market, (2) return had no effect on student interest in investing in the capital market, (3) price perception had an effect on student interest in investing in the capital market, and (4) Investment motivation has an effect on students' interest in investing in the capital market.

**Keywords** : investment education, return, price perception, investment motivation, investment interest