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ABSTRACT

This study aims to determine the factors that influence student interest in investing in the capital market. This research was conducted on students of the Faculty of Economics, Department of Accounting, class 2017 and 2018. The data collection method used a questionnaire technique which was distributed to students majoring in accounting, class 2017 and 2018. The data was tested and analyzed using the multiple regression method. The results showed that only the return factor has an effect on students' interest in investing in the capital market. Meanwhile, other factors, namely the benefits of investment, minimum investment capital, education, and risks do not affect students' interest in investing in the capital market.

Keywords: *Investment Benefits, Minimum Investment Capital, Education, Risk, Return, and Interest In Investment*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi minat mahasiswa berinvestasi di pasar modal. Penelitian ini dilakukan kepada mahasiswa Fakultas Ekonomi Jurusan Akuntansi angkatan 2017 dan 2018. Metode pengumpulan data menggunakan teknik kuesioner yang disebarakan kepada mahasiswa jurusan akuntansi angkatan 2017 dan 2018. Data diuji dan di analisis dengan metode regresi berganda. Hasil penelitian menunjukkan bahwa hanya faktor *return* berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal. Sedangkan faktor lainnya yaitu manfaat investasi, modal minimal investasi, edukasi, dan risiko tidak berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal.

Kata Kunci : Manfaat Investasi, Modal Minimal Investasi, Edukasi, Risiko, *Return*, dan Minat Investasi

