



PROGRAM STUDI S1 AKUNTANSI



UNIVERSITAS ANDALAS

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Analisis Pengaruh Pengetahuan, Motivasi dan Persepsi Risiko terhadap Minat Mahasiswa Akuntansi dalam Berinvestasi di Pasar Modal (Studi kasus mahasiswa S1 Akuntansi Universitas Andalas 2017-2019).

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<p style="text-align: center;">Analisis Pengaruh Pengetahuan, Motivasi, dan Persepsi Risiko terhadap Minat Mahasiswa Akuntansi dalam Berinvestasi di Pasar Modal (Studi Kasus Mahasiswa Akuntansi Universitas Andalas 2017-2019)</p> <p style="text-align: center;">Skripsi Oleh: Keken Viory</p> <p style="text-align: center;">Pembimbing : Dra. Husna Roza M.Com(Hons)., Ak</p> <p style="text-align: center;">ABSTRACT</p> <p><i>This study aims to analyze the effect of knowledge, motivation, and risk perception on investment interest in Andalas University Undergraduate Accounting students in the 2017-2019 class. The research method used is descriptive quantitative. The type of data used is primary data by distributing questionnaires through google form. The population in this study were active students from the 2017-2019 class with a total sample of 82 respondents. Slovin sampling method. The data from the questionnaire were tested through the SPSS 22 program. Knowledge has an influence on student interest in investing. Knowledge has influence because it can improve skills and imagination in managing investments. Motivation has no influence on students' interest in investing in the capital market. Perception of risk has an influence on student interest in investing in the capital market. Students tend to think that risk is influential in making investments and measuring the level of risk.</i></p> <p>Keywords: Knowledge, Motivation, Risk Perception, and Investment Interest.</p>			