

RINGKASAN

Investasi di pasar modal saat ini mengalami peningkatan signifikan, walaupun jika dibandingkan dengan negara lain jumlah investor pasar modal di Indonesia tergolong rendah. Mayoritas investor pasar modal berasal dari kalangan generasi milenial. Penelitian ini bertujuan mengetahui pengaruh pengetahuan, motivasi, risiko, *return*, dan lingkungan eksternal terhadap minat berinvestasi mahasiswa di pasar modal. Populasi pada penelitian ini adalah mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman Angkatan 2018 dan 2019. Sampel pada penelitian ini sebanyak 100 mahasiswa, terdiri dari 31 mahasiswa jurusan Manajemen, 30 mahasiswa jurusan Ilmu Ekonomi Studi Pembangunan, 30 mahasiswa jurusan Akuntansi, dan 9 mahasiswa jurusan Pendidikan Ekonomi. Teknik pengumpulan data pada penelitian ini adalah kuesioner. Data dianalisis dengan menggunakan analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa: (1) pengetahuan berpengaruh meningkatkan minat investasi mahasiswa di pasar modal; (2) motivasi berpengaruh meningkatkan minat investasi mahasiswa di pasar modal; (3) risiko investasi tidak berpengaruh terhadap minat investasi mahasiswa di pasar modal; (4) *return* berpengaruh meningkatkan minat investasi mahasiswa di pasar modal; (5) lingkungan keluarga berpengaruh meningkatkan minat investasi mahasiswa di pasar modal; (6) hubungan pertemanan berpengaruh meningkatkan minat investasi mahasiswa di pasar modal.

Implikasi pada penelitian ini yaitu bagi mahasiswa diharapkan dapat menambah pengetahuan investasi agar dapat membuat keputusan investasi yang tepat, terdorong untuk melakukan investasi baik secara internal maupun eksternal. Sementara itu, bagi perusahaan dapat melakukan sosialisasi mengenai investasi, membentuk komunitas investasi, serta dapat mempertahankan *return*.

Kata kunci: Pengetahuan, Motivasi, Risiko, *Return*, Lingkungan Eksternal, Minat Investasi

SUMMARY

Investment in the capital market is currently increasing, even though, compared to other countries, the number of capital market investors in Indonesia is relatively low. The majority of capital market investors come from the millennial generation. This study aims to determine the influence of knowledge, motivation, risk, return, and the external environment on students' interest in investing in the capital market. The population in this study includes undergraduate students of the Faculty of Economics and Business, Jenderal Sudirman University batch 2018 and 2019. There are 100 students as the sample in this study, consisting of 31 students majoring in Management, 30 students majoring in Development Studies Economics, 30 students majoring in Accounting, and 9 students majoring in Economics Education. The data collection technique in this study was a questionnaire. The data were analyzed using multiple linear regression analysis.

The results of the study show that: (1) knowledge influences students in increasing investment interest in the capital market; (2) motivation influences students in increasing investment interest in the capital market; (3) investment risk does not influence students investment interest in the capital market; (4) return influences students in increasing student investment interest in the capital market; (5) the family environment influences students in increasing investment interest in the capital market; (6) fellowship influences students in increasing investment interest in the capital market.

The implication of this research is that the students are expected to increase their investment knowledge to make the correct investment decisions, and are encouraged to invest both internally and externally. Besides, companies can spread awareness about investment, build an investment community, and maintain returns.

Keyword: Knowledge, Motivation, Risk, Return, External Environment, Investment Interest.