

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisa pengaruh pengetahuan pasar modal, perkembangan teknologi, persepsi risiko, modal minimal, analisis fundamental terhadap minat mahasiswa berinvestasi di pasar modal. Populasi pada penelitian ini adalah mahasiswa S1 akuntansi reguler fakultas ekonomi dan bisnis universitas jenderal soedirman. Data penelitian diperoleh menggunakan kuesioner dengan metode pengambilan sampel yang digunakan adalah purposive sampling, data sampel diperoleh sebanyak 78 responden. Hasil penelitian ini menunjukkan bahwa : (1) Pengetahuan pasar modal berpengaruh positif terhadap minat mahasiswa berinvestasi di pasar modal, (2) Perkembangan teknologi berpengaruh positif terhadap minat mahasiswa berinvestasi di pasar modal (3) Persepsi Risiko tidak berpengaruh negatif dan signifikan terhadap minat mahasiswa berinvestasi di pasar modal, (4) Modal minimal berpengaruh positif terhadap minat mahasiswa berinvestasi di pasar modal, (5) Analisis Fundamental berpengaruh positif terhadap minat mahasiswa berinvestasi di pasar modal. Implikasi dari penelitian bahwa pengetahuan pasar modal adalah suatu hal paling mendasar yang harus dimiliki para mahasiswa sebagai investor pemula. Mahasiswa sebagai investor pemula perlu pemahaman dasar mengenai pasar modal, pengetahuan terkait saham sebagai salah satu investasi di pasar modal dan pengetahuan terkait tingkat pengembalian (return) investasi. Pengetahuan yang baik akan menopang keahlian dalam menganalisa, memilih hingga mengambil suatu keputusan.

Kata kunci: Pengetahuan Pasar Modal, Risiko Investasi, Teknologi, Modal Minimal, Minat Investasi, Pasar Modal, Analisis Fundamental

SUMMARY

This study aims to determine and analyze the effect of capital market knowledge, technological developments, risk perception, minimal capital, fundamental analysis on student interest in investing in the capital market. The population in this study were regular undergraduate accounting students, Faculty of Economics and Business, Jenderal Soedirman University. The research data was obtained using a questionnaire with the sampling method used was purposive sampling, Sample data obtained as many as 78 respondents. The results of this study indicate that: (1) Capital market knowledge has a positive effect on student interest in investing in the capital market, (2) Technological developments have a positive effect on student interest in investing in the capital market (3) Risk Perception has no negative and significant effect on student interest in investing. in the capital market, (4) minimal capital has a positive effect on student interest in investing in the capital market, (5) Fundamental analysis has a positive effect on student interest in investing in the capital market. The implication of the research is that knowledge of the capital market is the most basic thing that students must have as novice investors. Students as novice investors need a basic understanding of the capital market, knowledge of stocks as an investment in the capital market and knowledge of investment returns. Good knowledge will support skills in analyzing, choosing to making a decision.

Keywords: *Capital Market Knowledge, Investment Risk, Technology, Minimum Capital, Investment Interest, Capital Market, Fundamental Analysis*