RINGKASAN

Penelitian ini dilatarbelakangi oleh rendahnya minat investasi mahasiswa FEB UNSOED di pasar modal. Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan, perilaku keuangan, dan kemajuan teknologi terhadap minat investasi mahasiswa FEB UNSOED di pasar modal.

Penelitian ini merupakan penelitian kuantitatif yang dilakukan kepada mahasiswa FEB UNSOED. Populasi yang diambil dalam penelitian ini adalah seluruh mahasiswa aktif S1 FEB UNSOED angkatan 2021-2022 yang berjumlah 830 mahasiswa. Sampel yang diambil dalam penelitian ini sebanyak 270 mahasiswa dengan pengambilan sampel *proportionate stratified random sampling.* Teknik pengambilan data dalam penelitian menggunakan kuesioner tertutup dan studi dokumentasi.

Hasil penelitian menunjukkan bahwa pertama, literasi keuangan berpengaruh positif terhadap minat investasi. Kedua, perilaku keuangan berpengaruh positif terhadap minat investasi. Ketiga, kemajuan teknologi tidak berpengaruh terhadap minat investasi.

Implikasi dari penelitian ini yaitu: FEB UNSOED dan Galeri Investasi perlu mengintensifkan program-program edukasi keuangan seperti: pelatihan, seminar, dan materi edukatif yang mudah diakses dan relevan bagi mahasiswa. FEB UNSOED perlu membina perilaku keuangan mahasiswa yang sehat melalui pembelajaran praktis dan simulasi. Platform digital perlu lebih fokus pada edukasi dan pendampingan agar teknologi berperan aktif dalam meningkatkan literasi keuangan dan keterlibatan investasi.

Kata Kunci: Literasi Keuangan, Perilaku Keuangan, Kemajuan Teknologi, Minat Investasi

SUMMARY

This research was prompted by the low investment interest of students from the Faculty of Economics and Business (FEB) at Jenderal Soedirman University (UNSOED) in the capital market. This study aims to analyze the influence of financial literacy, financial behavior, and technological advancements on the investment interest of FEB UNSOED students in the capital market.

This study is quantitative research conducted on students of the Faculty of Economics and Business (FEB) at Jenderal Soedirman University (UNSOED). The population for this study was all active undergraduate students of FEB UNSOED from the 2021-2022 academic year, totaling 830 students. The sample taken in this study was 270 students using proportionate stratified random sampling. The data collection techniques used in this research were closed questionnaires and documentation studies.

The research results show that: first, financial literacy has a positive effect on investment interest. Second, financial behavior has a positive effect on investment interest. Third, technological advancement has no effect on investment interest.

The implications of this research are: FEB UNSOED and the Investment Gallery need to intensify financial education programs such as training, seminars, and educational materials that are easily accessible and relevant to students. FEB UNSOED needs to foster healthy financial behavior in students through practical learning and simulations. Digital platforms need to focus more on education and mentoring so that technology plays an active role in improving financial literacy and investment engagement.

Keywords: Financial Literacy, Financial Behavior, Technological Advancement, Investment Interest