

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Tingkat Pengetahuan, Motivasi Dan Perilaku Mahasiswa Terhadap Minat Berinvestasi Di Pasar Modal Pada Mahasiswa Stiesia Surabaya. Populasi penelitian ini berjumlah 100 orang Mahasiswa STIESIA Surabaya Jurusan S1 Manajemen yang telah mengikuti mata kuliah Portofolio. Jumlah sampel adalah 32 Orang. Teknik analisis menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa Pengetahuan investasi berpengaruh Negatif dan Tidak signifikan terhadap minat berinvestasi di pasar modal pada mahasiswa STIESIA Surabaya, Motivasi berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal dan Perilaku mahasiswa berpengaruh negatif dan tidak signifikan terhadap minat berinvestasi di pasar modal pada mahasiswa STIESIA Surabaya.

Kata Kunci : Pengetahuan, Motivasi, Perilaku, Minat Berinvestasi



ABSTRACT

This research aimed to find out and analyze the knowledge level, the motivation, and the students' behavior on investment interest in the capital market for students of STIESIA Surabaya. While the research population was 100 students of STIESIA Surabaya majoring in SI Management who had followed the Portfolio course. In line with that, there were 32 people as a research sample. Moreover, the data analysis technique used multiple linear regression analysis. Furthermore, the research result concluded that the knowledge level had a negative and insignificant effect on investment interest in the capital market for students of STIESIA Surabaya. On the other hand, the motivation had a positive and significant effect on investment interest in the capital market for students of STIESIA Surabaya. In contrast, the students' behavior had a negative and insignificant effect on investment interest in the capital market for students of STIESIA Surabaya.

Keywords: *Knowledge, Motivation, Behavior, Investment Interest*

