

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh modal awal, risiko dan *social media influencer* terhadap minat investasi dengan pengetahuan investasi sebagai variabel moderasi.

Jenis penelitian yang digunakan adalah jenis penelitian kuantitatif. Sumber data yang digunakan adalah data primer yang data tersebut diperoleh dari jawaban kuisioner yang dikirimkan langsung kepada responden. Teknik pengambilan sampel dilakukan dengan menggunakan metode purposive sampling dengan kriteria mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) jurusan akuntansi angkatan 2019 reguler malam didapatkan sampel sebanyak 61 responden. Metode analisis yang digunakan adalah metode regresi linier berganda dengan menggunakan program SPSS.

Hasil penelitian ini menyatakan bahwa modal awal berpengaruh positif terhadap minat investasi. Risiko berpengaruh negatif terhadap minat investasi. *Social media influencer* berpengaruh positif terhadap minat investasi. Pengetahuan investasi mampu memoderasi pengaruh modal awal terhadap minat investasi. Pengetahuan investasi mampu memoderasi pengaruh risiko terhadap minat investasi. Pengetahuan investasi mampu memoderasi pengaruh *social media influencer* terhadap minat investasi.

Katakunci: Modal Awal, Risiko, *Social Media Influencer*, Pengetahuan Investasi, Minat Investasi

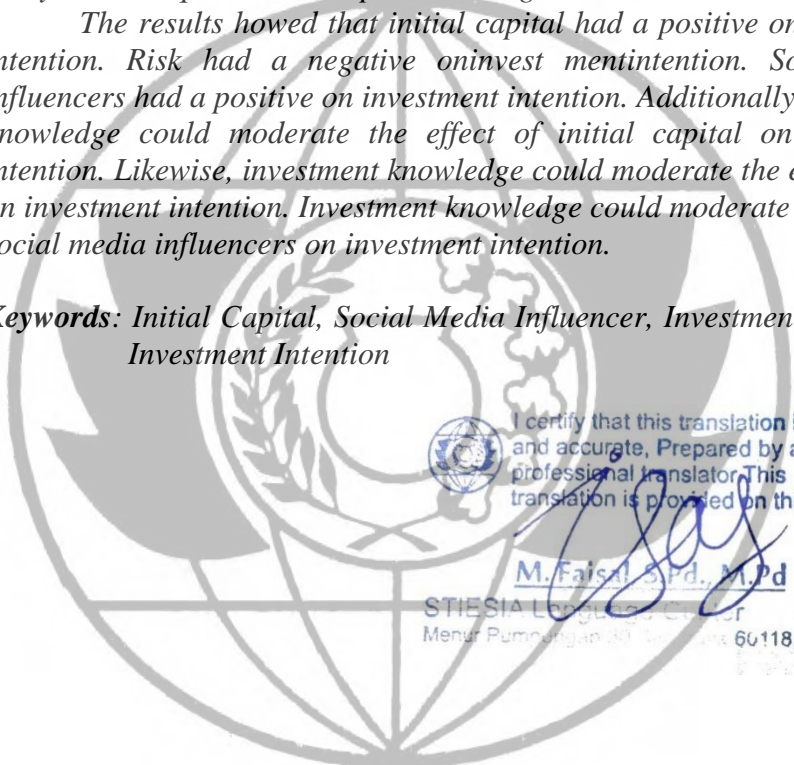
ABSTRACT

This research aimed to examine the effect to finitial capital, risks, and social media influencers on investment intention, with investment knowledge as the moderating variable.

The research was quantitative. The data were primary, which were taken from respondents' questionnaires. The questionnaires were distributed directly to the respondents. Moreover, the data collection technique used purposive sampling, in which the sample was based on the criteria given. The sample was 61 students of STIESIA Surabaya, majoring in Accounting 2019 regular evening classes. Furthermore, the data analysis technique used multiple linear regression with SPSS.

The results howed that initial capital had a positive on investment intention. Risk had a negative oninvest mentintention. Social media influencers had a positive on investment intention. Additionally, investment knowledge could moderate the effect of initial capital on investment intention. Likewise, investment knowledge could moderate the effect of risk on investment intention. Investment knowledge could moderate the effect of social media influencers on investment intention.

Keywords: *Initial Capital, Social Media Influencer, Investment Knowledge, Investment Intention*



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