

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh platform media sosial, pengetahuan investasi, persepsi risiko dan return terhadap minat generasi Z berinvestasi di pasar modal.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Data penelitian ini merupakan data primer yang diperoleh dari jawaban langsung responden melalui kuisioner. Teknik pengambilan sampel pada penelitian ini menggunakan metode purposive sampling dengan kriteria mahasiswa Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya semester 5 keatas yang sudah menempuh mata kuliah analisis investasi manajemen portofolio atau manajemen lembaga keuangan. Sehingga didapatkan sampel sebanyak 98 responden. Metode analisis data yang digunakan dalam penelitian ini analisis regresi linear berganda dengan bantuan program *Statistical Package for the Social Sciences* (SPSS) versi 25.

Hasil penelitian ini menunjukkan bahwa platform media sosial berpengaruh positif terhadap minat investasi mahasiswa. Pengetahuan investasi tidak berpengaruh terhadap minat investasi mahasiswa. Persepsi risiko tidak berpengaruh terhadap minat investasi mahasiswa. Return berpengaruh positif terhadap minat investasi mahasiswa.

Kata Kunci : Platform Media Sosial, Pengetahuan Investasi, Persepsi Risiko, Return, Minat Investasi.

ABSTRACT

This research examined the effect of social media platforms, investment knowledge, risk perception, and return on the investment interest of Generation Z in the capital market.

The research was quantitative. Moreover, the data were primary taken from direct responses of respondents; through questionnaires. The data collection technique used purposive sampling, in which the sample was based on criteria given. The criteria was a student of STIESIA Surabaya in the 5th semester above and had already taken the course of portfolio investment analysis or management of financial institutions. In line with that, there were 98 respondents. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Package for the Social Sciences) 25 version.

The result showed that social media platforms had affected positively the investment interest of Generation Z in the capital market. However, the investment knowledge did not affect the investment interest of Generation Z in the capital market. Similarly, the risk perception did not affect the investment interest of Generation Z in the capital market. In contrast, the return had a positive effect on the investment interest of Generation Z in the capital market.

Keywords: *Social Media Platforms, Investment Knowledge, Risk Perception, Return, Investment Interest*

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29/12/23

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