

ABSTRAK

Skripsi dengan judul "Pengaruh Analisis Motivasi Investasi, Pengetahuan Investasi, dan Risiko Investasi Terhadap Minat Berinvestasi di Pasar Modal (Studi Kasus Pada Mahasiswa Manajemen Keuangan Syariah Angkatan 2017-2019)" yang ditulis oleh Rahmad, NIM. 12406173123, pembimbing Mega Tunjung Hapsari, M.AP.

Penelitian ini dilatarbelakangi oleh pentingnya mahasiswa untuk memulai berinvestasi di pasar modal mengingat bahwa investasi saat ini di gemari tidak hanya dari masyarakat, tetapi mahasiswa juga mulai menggeluti dunia bisnis di pasar modal. Melalui Galeri Investasi Syariah yang ada di IAIN Tulungagung diharapkan mampu memberikan motivasi kepada mahasiswa untuk bergabung dan meramaikan dunia bisnis. Terdapat beberapa cara yang dapat digunakan untuk mengukur keinginan mahasiswa dalam memberikan motivasi investasi, pengetahuan investasi, dan risiko investasi terhadap minat berinvestasi di pasar modal.

Rumusan masalah dengan skripsi ini adalah: (1) apakah motivasi investasi berpengaruh signifikan terhadap minat berinvestasi di pasar modal (2) apakah pengetahuan investasi berpengaruh signifikan terhadap minat berinvestasi di pasar modal (3) apakah ada pengaruh risiko investasi berpengaruh signifikan terhadap minat berinvestasi di pasar modal (4) apakah motivasi investasi, pengetahuan investasi, dan risiko investasi secara simultan berpengaruh signifikan terhadap minat berinvestasi di pasar modal pada mahasiswa manajemen keuangan syariah angkatan 2017-2019.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui kuesioner dengan teknik *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 91 responden. Dimana responden adalah mahasiswa manajemen keuangan syariah FEBI IAIN Tulungagung angkatan 2017-2019. Teknik pengumpulan data menggunakan observasi, kuesioner, dan dokumentasi. Teknik analisis data menggunakan uji normalitas data, regresi linier berganda, asumsi klasik, multikolinieritas, heteroskedstisitas, autoorelasi, uji parsial (uji t), uji simultan (uji f) dan uji koefisiensi determinansi R^2 menggunakan aplikasi *SPSS 16.0*.

Hasil penelitian uji t menunjukkan bahwa motivasi investasi memberikan pengaruh positif tidak signifikan terhadap minat berinvestasi di pasar modal mahasiswa manajemen keuangan syariah angkatan 2017-2019. Pengetahuan investasi memberikan pengaruh positif signifikan terhadap minat berinvestasi di pasar modal mahasiswa manajemen keuangan syariah angkatan 2017-2019. Risiko investasi memberikan pengaruh positif tidak signifikan terhadap minat berinvestasi di pasar modal mahasiswa manajemen keuangan syariah angkatan 2017-2019. Sedangkan berdasarkan uji f menunjukkan bahwa motivasi investasi, pengetahuan investasi dan risiko investasi secara simultan berpengaruh signifikan terhadap minat berinvestasi di pasar modal pada mahasiswa manajemen keuangan syariah angkatan 2017-2019. Nilai koefisien determinasi sebesar 0,323. Hasil tersebut menunjukkan bahwa 67% minat berinvestasi di pengaruhi ke empat variabel bebas

Kata kunci: motivasi, pengetahuan, risiko, dan minat berinvestasi dipasar modal

ABSTRACT

Thesis with the title "The Influence of Investment Motivation Analysis, Investment Knowledge, and Investment Risks on Interest in Investing in the Capital Market (Case Study on Islamic Financial Management Students Class of 2017-2019)" written by Rahmad, NIM. 12406173123, supervising Mega Tunjung Hapsari, M.AP.

This research is motivated by the importance of students to start investing in the capital market considering that investment is currently not only favored by the public, but students are also starting to engage in the business world in the capital market. Through the Sharia Investment Gallery at IAIN Tulungagung, it is hoped that it will be able to motivate students to join and enliven the business world. There are several ways that can be used to measure students' desire to provide investment motivation, investment knowledge, and investment risk on interest in investing in the capital market.

The formulation of the problem with this thesis are: (1) whether investment motivation has a significant effect on interest in investing in the interest in investing in the capital market (2) whether investment knowledge has a significant effect on interest in investing in the capital market (3) whether there is a significant effect of investment risk on interest investing in the capital market (4) whether investment motivation, investment knowledge, and investment risk simultaneously have a significant effect on interest in investing in the capital market in Islamic financial management students class 2017-2019.

This study uses a quantitative approach with the type of associative research. Data were collected through questionnaires with purposive sampling technique. The number of samples used in this study were 91 respondents. Where the respondents are students of Islamic financial management FEBI IAIN Tulungagung class of 2017-2019. Data collection techniques using observation, questionnaires, and documentation. The data analysis technique used data normality test, multiple linear regression, classical assumption, multicollinearity, heteroscedasticity, autocorrelation, partial test (t test), simultaneous test (f test) and coefficient of determination test R² using SPSS 16.0 application.

The results of the t-test research show that investment motivation has a positive and insignificant effect on the interest in investing in the capital market for the 2017-2019 Islamic financial management students. Investment knowledge has a significant positive effect on the interest in investing in the capital market for the 2017-2019 Islamic financial management students. Investment risk has a positive and insignificant effect on interest in investing in the capital market of Islamic financial management students for the 2017-2019 class. Meanwhile, based on the f test, it shows that investment motivation, investment knowledge and investment risk simultaneously have a significant effect on interest in investing in the capital market in Islamic financial management students for the 2017-2019 class. The value of the coefficient of determination is 0.323. These results show that 67% of investment

interest is influenced by the four independent variables

Keywords: motivation, knowledge, risk, and interest in investing in the capital market