

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Investasi, Modal Minimal, dan Pelatihan Pasar Modal terhadap Keputusan Investasi di Pasar Modal pada Mahasiswa Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung Anggota Galeri Investasi Syariah” ini ditulis oleh Junia Mayssy Cynthia, NIM. 12406183050, pembimbing Ahmad Budiman, M.S.I.

Pasar modal merupakan komponen penting dalam pertumbuhan ekonomi dan pembangunan nasional. Sebelum seseorang melakukan investasi, investor harus mengambil keputusan investasi ketika melakukan kegiatan investasi. Keputusan investasi merupakan keputusan individu untuk menginvestasikan uang dalam jenis investasi tertentu. Bursa Efek Indonesia (BEI) melalui kampanye “Yuk Nabung Saham” mengajak masyarakat mulai berinvestasi di pasar modal, serta berbagai program edukasi telah dilaksanakan dengan bekerjasama antara lembaga pendidikan dengan bertujuan untuk mengedukasi masyarakat dan pelajar tentang pasar modal serta meningkatkan jumlah investor lokal dan kesejahteraan ekonomi masyarakat Indonesia.

Penelitian ini dilakukan untuk menguji apakah pengetahuan investisi, modal minimal, dan pelatihan pasar modal berpengaruh terhadap keputusan investasi di pasar modal. Berdasarkan data observasi awal menunjukkan bahwa dari banyaknya Mahasiswa Universitas Islam Negeri Sayyid Ali Rahmatullah hanya ada sekitar 271 mahasiswa yang terdaftar sebagai investor di Galeri Investasi Syariah. Hal ini membuktikan bahwa keputusan investasi mahasiswa masih cukup rendah, masih perlu adanya edukasi serta perlunya bimbingan tentang pengenalan investasi.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian ini adalah Mahasiswa Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang merupakan nasabah Galeri Investasi Syariah Fakultas Ekonomi dan Bisnis Islam berjumlah 271 mahasiswa. Jumlah sampel sebanyak 161 mahasiswa yang ditentukan berdasarkan rumus Slovin dengan tingkat kesalahan 5%. Teknik pengambilan sampel menggunakan purposive sampling. Teknik pengambilan data menggunakan angket kuisioner. Penelitian ini menggunakan analisis regresi linier berganda dengan menggunakan program computer (software) SPSS versi 22, dengan menguji uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis, dan uji koefisien determinan.

Hasil penelitian uji t menunjukkan bahwa pengetahuan investasi berpengaruh secara positif dan signifikan terhadap keputusan mahasiswa berinvestasi di pasar modal. Modal minimal berpengaruh secara positif dan signifikan terhadap keputusan mahasiswa berinvestasi di pasar modal. Pelatihan pasar modal berpengaruh secara positif dan signifikan terhadap keputusan mahasiswa berinvestasi di pasar modal. Hasil pengujian secara simultan pada uji f juga menunjukkan bahwa pengetahuan investasi, modal minimal, dan pelatihan pasar modal berpengaruh positif dan signifikan terhadap keputusan mahasiswa berinvestasi di pasar modal.

Kata kunci: Pengetahuan investisi, modal minimal, pelatihan pasar modal, keputusan investasi dan pasar modal

ABSTRACT

The thesis entitled "The Influence of Investment Knowledge, Minimum Capital, and Capital Market Training on Investment Decisions in the Capital Market for State Islamic University Students Sayyid Ali Rahmatullah Tulungagung Member of the Sharia Investment Gallery" was written by Junia Mayssy Cynthia, NIM. 12406183050, advisor Ahmad Budiman, M.S.I.

The capital market is an important component in economic growth and national development. Before someone makes an investment, investors must make investment decisions when carrying out investment activities. Investment decisions are individual decisions to invest money in certain types of investments. The Indonesia Stock Exchange (IDX) through the "Yuk Nabung Saham" campaign to invite the public to start investing in the capital market, as well as various educational programs have been implemented in collaboration between educational institutions with the aim of educating the public and students about the capital market and increasing the number of local investors and welfare. Indonesian economy.

This study was conducted to test whether investment knowledge, minimum capital, and capital market training have an effect on investment decisions in the capital market. Based on preliminary observation data, it shows that from the number of students at the State Islamic University of Sayyid Ali Rahmatullah, there are only around 271 students who are registered as investors in the Sharia Investment Gallery. This proves that student investment decisions are still quite low, there is still a need for education and the need for guidance on the introduction of investment.

This type of research is quantitative research. The population of this study is the State Islamic University student Sayyid Ali Rahmatullah Tulungagung who is a customer of the Sharia Investment Gallery, Faculty of Islamic Economics and Business, totaling 271 students. The number of samples was 161 students who were determined based on the Slovin formula with an error rate of 5%. The sampling technique used was purposive sampling. The data collection technique used a questionnaire questionnaire. This study uses multiple linear regression analysis using the computer program (software) SPSS version 22, by testing the validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis testing, and determinant coefficient test.

The results of the t-test showed that investment knowledge had a positive and significant effect on students' decisions to invest in the capital market. Minimum capital has a positive and significant effect on student decisions to invest in the capital market. Capital market training has a positive and significant impact on students' decisions to invest in the capital market. Simultaneous test results on the f test also show that investment knowledge, minimum capital, and capital market training have a positive and significant effect on student decisions to invest in the capital market.

Keywords: Investment knowledge, minimum capital, capital market training, investment decisions and capital market