

ABSTRAK

Skripsi dengan judul **“Pengaruh Pengetahuan Investasi, Pelatihan Pasar Modal, dan Modal Minimal Investasi terhadap Minat Investasi Investor di Pasar Modal (Studi pada PT.OSO Sekuritas Blitar)”** ditulis oleh Ahmad Fatkhur Rohman, NIM. 12406173115. Program Studi Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung. Dosen Pembimbing: .

Kata kunci: Pengetahuan Investasi, Pelatihan Pasar Modal, Modal Minimal, Minat

Pasar modal merupakan tempat bertemunya antara permintaan dan penawaran atas instrumen keuangan jangka panjang. Selain itu Pasar modal, mempertemukan antara pembeli dan penjual dengan risiko untung atau rugi berdasarkan pada fluktuasi nilai saham. Pembeli atau investor saham pada dasarnya akan berminat untuk melakukan investasi, disebabkan beberapa faktor yang berpengaruh seperti memiliki pengetahuan investasi, pelatihan pasar modal, serta modal minimal.

Rumusan masalah dalam penelitian ini adalah (1) Apakah pengetahuan, investasi berpengaruh terhadap minat investasi investor di pasar modal di PT OSO sekuritas Blitar? 2. Apakah pelatihan pasar modal berpengaruh terhadap minat investasi investor di pasar modal di PT OSO sekuritas Blitar? (3) Apakah modal minimal investasi berpengaruh terhadap minat investasi investor di pasarnmodal di PT OSO sekuritas Blitar? (4) Apakah variabel pengetahuan investasi, pelatihan pasar modal, modal minimal investasi dan persepsi resiko berpengaruh terhadap keputusan investor berinvestasi di pasar modal studi di PT OSO sekuritas Blitar?

Penelitian menggunakan pendekatan kuantitatif yang berjenis penelitian asosiatif. Objek dalam penelitian ini adalah para investor pasar modal yang menjadi anggota nasabah PT OSO Sekuritas. Adapun pengumpulan data menggunakan angket dan dokumentasi. Teknik analisis data menggunakan uji regresi linier sederhana dan uji manova.

Hasil penelitian ini menunjukkan bahwa: (1) Pengetahuan investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal. Hal ini berarti apabila pengetahuan investasi semakin baik, maka minat investasi di pasar modal akan semakin meningkat. (2) Pelatihan pasar modal berpengaruh positif dan signifikan terhadap minat investasi di pasar modal. Hal ini berarti apabila pelatihan pasar modal semakin baik, maka minat investasi di pasar modal akan semakin meningkat. (3) Modal minimal investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal. Hal ini berarti apabila modal minimal investasi semakin baik, maka minat investasi di pasar modal akan semakin meningkat. (4) Ada pengaruh yang positif dan signifikan antara variabel pengetahuan investasi, pelatihan pasar modal produk, dan modal minimal investasi

terhadap minat investasi di pasar modal. Hal ini berarti apabila pengetahuan investasi, pelatihan pasar modal, dan modal minimal investasi semakin baik, maka minat investasi di pasar modal akan semakin meningkat.

ABSTRACT

The thesis entitled "**The Influence of Investment Knowledge, Capital Market Training, and Minimum Investment Capital on Investors' Investment Interest in the Capital Market (Research at PT. OSO Sekuritas Blitar)**" written by Ahmad Fatkhur Rohman, Register Number. 12406173115. Research Program of Islamic Financial Management, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung. Advisor: .

Keywords: Investment Knowledge, Capital Market Training, Minimum Capital, Interest

The capital market is a meeting place between supply and demand for long-term financial instruments. In addition, the capital market brings together buyers and sellers with the risk of profit or loss based on fluctuations in the value of shares. Buyers or stock investors will basically be interested in investing, due to several influential factors such as having investment knowledge, capital market training, and minimal capital.

The formulation of the problem in this research are (1) Does knowledge and investment affect the interest of investors in investing in the capital market at PT OSO Securities Blitar? 2. Does capital market training affect investors' interest in investing in the capital market at PT OSO Securities Blitar? (3) Does the minimum investment capital affect the investment interest of investors in the capital market at PT OSO Securities Blitar? (4) Do the variables of investment knowledge, capital market training, minimum investment capital and risk perception affect investors' decisions to invest in the research capital market at PT OSO Securities Blitar?

The research used a quantitative approach with the type of associative research. The object of this research was the capital market investors who were the members of PT OSO Sekuritas. The data collection used a questionnaire and documentation. The data analysis technique used a simple linear regression test and the manova test.

The results of research indicate that: (1) Investment knowledge has a positive and significant effect on investment interest in the capital market. This means that if investment knowledge was getting better, then investment interest in the capital market will increase. (2) Capital market training has a positive and significant effect on investment interest in the capital market. This means that if the capital market training was getting better, the interest in investing in the capital market will increase. (3) Minimum investment capital has a positive and significant effect on investment interest in the capital market. This means that if the minimum investment capital was getting better, the interest in investing in the capital market will increase. (4) There was a positive and significant effect between the variables of investment knowledge, product capital market training, and minimum investment capital on investment interest in the capital market. This means that if

investment knowledge, capital market training, and minimum investment capital get better, then investment interest in the capital market will increase.