

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Berinvestasi, Risiko Berinvestasi, dan Motivasi Berinvestasi Terhadap Minat Berinvestasi Di Pasar Modal Pada Generasi Z Di Kabupaten Tulungagung” ini ditulis Indah Ayu Sukmawati, NIM 126406202133 dibimbing oleh Dedi Suselo, S.E., M.M

Penelitian ini dilatar belakangi oleh pentingnya gen z untuk memulai berinvestasi di pasar modal. Penelitian mengenai minat berinvestasi di pasar modal menjadi relevan dalam upaya meningkatkan partisipasi masyarakat dan memperkuat pasar keuangan nasional. Memahami faktor-faktor yang mempengaruhi minat ini sangat penting untuk merumuskan kebijakan dan strategi edukasi yang efektif.

Tujuan penelitian ini adalah (1) Untuk mengkaji pengaruh pengetahuan berinvestasi terhadap minat berinvestasi generasi Z di Tulungagung pada pasar modal. (2) Untuk mengkaji pengaruh risiko berinvestasi terhadap minat berinvestasi generasi Z di Tulungagung pada pasar modal. (3) Untuk mengkaji pengaruh motivasi berinvestasi terhadap minat berinvestasi generasi Z di Tulungagung pada pasar modal. (4) Untuk mengkaji pengaruh pengetahuan berinvestasi, risiko berinvestasi, dan motivasi berinvestasi terhadap minat berinvestasi generasi Z di Tulungagung pada pasar modal .

Metode yang digunakan dalam penelitian ini adalah kuantitatif dan jenis penelitian ini adalah penelitian kuantitatif asosiatif. Sampel yang digunakan dengan teknik purposive sampling. Jumlah sampel sebanyak 100 responden. Sumber data yang digunakan dalam penelitian ini adalah data primer. Pengukuran dalam penelitian ini menggunakan skala likert. Serta teknik analisis data menggunakan uji asumsi klasik, uji validitas, uji reliabilitas, uji regresi linier berganda dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa: (1) Pengetahuan berinvestasi secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal pada generasi z di Tulungagung, (2) Risiko berinvestasi secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal pada generasi z di Tulungagung, (3) Motivasi berinvestasi secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal pada generasi z di Tulungagung, (4) Pengetahuan berinvestasi, risiko berinvestasi, dan motivasi berinvestasi dalam penelitian ini dapat disimpulkan bahwa secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal pada generasi z di Tulungagung.

Kata Kunci: Pengetahuan, Risiko, Motivasi dan Minat Berinvestasi Di Pasar Modal

ABSTRACT

The thesis with the title " The Influence of Investing Knowledge, Investing Risk, and Investing Motivation on Interest in Investing in the Capital Market in Generation Z in Tulungagung Regency" was written by Indah Ayu Sukmawati, NIM 126406202133 supervised by Dedi Suselo, S.E., M.M

This research is motivated by the importance of Gen Z starting to invest in the capital market. Research regarding interest in investing in the capital market is relevant in efforts to increase public participation and strengthen national financial markets. Understanding the factors that influence this interest is critical to formulating effective educational policies and strategies.

The objectives of this research are (1) To examine the influence of investment knowledge on the investment interest of generation Z in Tulungagung in the capital market. (2) To examine the influence of investment risk on the investment interest of generation Z in Tulungagung in the capital market. (3) To examine the influence of investment motivation on the investment interest of generation Z in Tulungagung in the capital market. (4) To examine the influence of investment knowledge, investment risk, and investment motivation on generation Z's interest in investing in the capital market.

The method used in this research is quantitative and the type of research is associative quantitative research. The sample used was purposive sampling technique. The total sample was 100 respondents. The data source used in this research is primary data. Measurements in this study used a Likert scale. As well as data analysis techniques using classical assumption tests, validity tests, reliability tests, multiple linear regression tests and coefficient of determination tests.

The results of this research show that: (1) Investing knowledge partially has a positive and significant effect on interest in investing in the capital market in generation z in Tulungagung, (2) investment risk partially has a positive and significant effect on interest in investing in the capital market in generation z in Tulungagung, (3) Motivation to invest partially has a positive and significant effect on interest in investing in the capital market among generation z in Tulungagung, (4) Knowledge of investing, risk of investing, and motivation to invest in this research can be concluded that it partially has a positive and significant effect on interest in investing in the capital market among generation z in Tulungagung.

Keywords: Knowledge, Risk, Motivation and Interest in Investing in the Capital Market