

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Investasi, Motivasi, dan Persepsi terkait Modal Minimal terhadap Minat Berinvestasi di Pasar Modal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Ila Novita Anggraini, NIM. 126406202131, Pembimbing Dr. Deni Yudiantoro, MM.

Minat utama dalam penelitian ini adalah berinvestasi di pasar modal karena sifat keuangannya yang berjangka panjang. Salah satu komponen minat berinvestasi di pasar modal didasarkan perlunya pengetahuan, motivasi, dan persepsi terkait modal minimal untuk mempertimbangkan keputusan investasi dan penyebab minat meningkat atau menurun.

Tujuan penelitian ini adalah untuk menguji tentang pengaruh pengetahuan investasi terhadap minat berinvestasi di pasar modal pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung, untuk menguji tentang pengaruh motivasi dalam minat berinvestasi di pasar modal pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung, untuk menguji tentang pengaruh persepsi terkait modal minimal dalam minat berinvestasi di pasar modal pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung, untuk menguji tentang pengaruh pengetahuan investasi, motivasi, dan persepsi terkait modal minimal dalam minat berinvestasi di pasar modal pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung.

Metode yang digunakan pada penelitian ini adalah kuantitatif dan jenis penelitian asosiatif. Teknik yang digunakan dalam pengambilan sampel pada penelitian ini adalah *nonprobability sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 98 responden yaitu mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Skala pengukurannya menggunakan skala likert. Tahap selanjutnya, data kuesioner diolah menggunakan uji analisis linear berganda.

Hasil penelitian pada uji t menunjukkan bahwa (1) Pengetahuan Investasi berpengaruh positif dan signifikan terhadap Minat Berinvestasi di Pasar Modal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. (2) Motivasi berpengaruh positif dan signifikan terhadap Minat Berinvestasi di Pasar Modal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. (3) Persepsi terkait Modal Minimal berpengaruh positif dan signifikan terhadap Minat Berinvestasi di Pasar Modal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. Sedangkan, dari uji f dapat diketahui bahwa (4) Pengetahuan Investasi, Motivasi dan Persepsi terkait Modal Minimal berpengaruh positif dan signifikan terhadap Minat Berinvestasi di Pasar Modal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung.

Kata kunci: *Pengetahuan Investasi, Motivasi, Persepsi terkait Modal Minimal, Minat Berinvestasi, Pasar Modal*

ABSTRACT

The study entitled “Influence of Investment Knowledge, Motivation, and Perceptions Related to Minimum Capital on Investing Interests in Capital Markets in Students of the Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung” was written by Ila Novita Anggraini, NIM. 126406202131, Guide Dr. Deni Yudiantoro, MM.

The main interest in this study is investing in the capital market due to the long-term nature of finance. One component of interest in investing in the capital market is based on the need for knowledge, motivation, and perceptions related to minimum capital to consider investment decisions and the causes of increased or decreased interest.

The purpose of this study is to examine the effect of investment knowledge on interest in investing in the capital market in students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung, to examine the effect of motivation in interest in investing in the capital market in students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung, to examine the effect of perceptions related to minimum capital in interest in investing in the capital market in students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung, to examine the effect of investment knowledge, motivation, and perceptions related to minimum capital in interest in investing in the capital market in students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung. The methods used in this research are quantitative and associative types of research. The technique used in the sampling in this study is nonprobability sampling. The total sample used in this study was 98 respondents who were students of the Faculty of Economics and Islamic Business of UIN Sayyid Ali Rahmatullah Tulungagung. The measurement scale uses the likert scale. The next stage, the questionnaire data is processed using a double linear analysis test.

Research results on the test showed that (1) Investment Knowledge has a positive and significant influence on Investing Interests in Capital Markets in students of Islamic Faculty of Economics and Business of UIN Sayyid Ali Rahmatullah Tulungagung. (2) Motivation has a negative and significant impact on Investing Interesses in the Capital Market of students of the Islamic School of Economy and Business. (3) Perceptions relating to Minimum Capital have a positive influence and significant effect on Interests investing in the capital markets in the students of Muslim School of Business and Economics. However, from the f test it can be seen that the knowledge of investment, motivation and perception related to Minimum Capital has a positive and significant influence on the interest of investing in the Capital Market in students of the Faculty of Economics and Islamic Business UIN Sayyid Ali Rahmatullah Tulungagung.

Keywords: *Investment Knowledge, Motivation, Minimum Capital Perceptions, Investing Interests, Capital Markets*