

**PENGARUH PEMAHAMAN INVESTASI, *RISK TOLERANCE*, DAN *OVERCONFIDENCE*
TERHADAP MINAT BERINVESTASI DI PASAR MODAL DENGAN KEMAJUAN
TEKNOLOGI SEBAGAI VARIABEL MODERASI (Studi Empiris Mahasiswa
Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Metro)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Pemahaman Investasi, *Risk Tolerance*, dan *Overconfidence* terhadap Minat Berinvestasi di Pasar Modal dengan Kemajuan Teknologi sebagai Variabel Moderasi pada mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Metro. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Data yang digunakan dalam penelitian ini adalah data primer dengan teknik pengumpulan data menggunakan kuesioner dengan populasi berjumlah 1274 responden dari mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Metro kemudian teknik pengambilan sampel dalam penelitian ini menggunakan rumus slovin untuk menentukan jumlah sampel sehingga diperoleh 304 responden. Hasil dari penelitian ini menunjukkan bahwa Pemahaman Investasi berpengaruh terhadap Minat Berinvestasi di Pasar Modal, *Risk Tolerance* tidak berpengaruh terhadap Minat Berinvestasi di Pasar Modal, dan *Overconfidence* berpengaruh terhadap Minat Berinvestasi di Pasar Modal. Kemudian pada uji *Moderated Regression Analysis* diperoleh hasil bahwa Kemajuan Teknologi memoderasi Pemahaman Investasi Terhadap Minat Berinvestasi di Pasar Modal, Kemajuan Teknologi tidak memoderasi *Risk Tolerance* Terhadap Minat Berinvestasi di Pasar Modal, dan Kemajuan Teknologi memoderasi *Overconfidence* Terhadap Minat Berinvestasi di Pasar Modal.

Kata Kunci: Pemahaman Investasi, *Risk Tolerance*, *Overconfidence*, Minat Berinvestasi di Pasar Modal, Kemajuan Teknologi

**THE EFFECT OF INVESTMENT UNDERSTANDING, RISK TOLERANCE, AND OVERCONFIDENCE
ON INVESTMENT INTEREST IN THE CAPITAL MARKET WITH TECHNOLOGICAL
ADVANCEMENT AS A MODERATING VARIABLE (Empirical Study of Students of
the Faculty of Economics and Business, Muhammadiyah University of Metro)**

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ABSTRACT

This study aims to analyze the effect of Investment Understanding, Risk Tolerance, and Overconfidence on Investment Interest in the Capital Market with Technological Advancement as a Moderating Variable in students of the Faculty of Economics and Business, Muhammadiyah University of Metro. The type of research used in this study is quantitative. The data used in this study are primary data with data collection techniques using questionnaires with a population of 1274 respondents from students of the Faculty of Economics and Business, Muhammadiyah University of Metro, then the sampling technique in this study uses the Slovin formula to determine the number of samples so that 304 respondents are obtained. The results of this study indicate that Investment Understanding affects Interest in Investing in the Capital Market, Risk Tolerance does not affect Interest in Investing in the Capital Market, and Overconfidence affects Interest in Investing in the Capital Market. Then in the Moderated Regression Analysis test, the results obtained were that Technological Progress moderates Investment Understanding on Interest in Investing in the Capital Market, Technological Progress does not moderate Risk Tolerance on Interest in Investing in the Capital Market, and Technological Progress moderates Overconfidence on Interest in Investing in the Capital Market

Keywords: *Investment Understanding, Risk Tolerance, Overconfidence, Interest in Investing in the Capital Market, Technological Progress*