

ABSTRAK

ANALISIS FAKTOR YANG MEMPENGARUHI KEPUTUSAN BERINVESTASI DI PASAR MODAL (Studi Kasus Pada Mahasiswa FEB Universitas Muhammadiyah Metro)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi keputusan berinvestasi di pasar modal pada mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Metro. Penelitian ini menggunakan data primer melalui kuesioner dan populasi dalam penelitian ini berjumlah 583 mahasiswa kemudian teknik pengambilan sampel dalam penelitian ini menggunakan rumus slovin untuk menentukan jumlah sampel yaitu 170 responden. Hasil penelitian ini menunjukkan bahwa pengetahuan investasi berpengaruh investasi saham mahasiswa, persepsi resiko investasi berpengaruh investasi saham mahasiswa, persepsi *return* investasi berpengaruh investasi saham mahasiswa, modal minimal investasi berpengaruh investasi saham mahasiswa, dan pengetahuan investasi, persepsi resiko investasi, persepsi *return* investasi, modal minimal investasi terhadap keputusan investasi saham mahasiswa pada mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Metro.

Kata Kunci : Pengetahuan Investasi, Persepsi Resiko Investasi, Persepsi *Return* Investasi, Modal Minimal Investasi, dan keputusan investasi saham mahasiswa.

ABSTRACT

ANALYSIS OF FACTORS INFLUENCING INVESTMENT DECISIONS IN THE CAPITAL MARKET (Case Study on FEB Students Muhammadiyah Metro University)

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ABSTRACT

This research aims to analyze the factors that influence the decision to invest in the capital market among students at the Faculty of Economics and Business, Muhammadiyah Metro University. This research uses primary data through questionnaires and the population in this research is 583 students. Then the sampling technique in this research uses the Slovin formula to determine the number of samples, namely 170 respondents. The results of this study show that investment knowledge influences student stock investment, investment risk perception influences student stock investment, investment return perception influences student stock investment, minimum investment capital influences student stock investment, and investment knowledge, investment risk perception, investment return perception, minimum capital investment on student stock investment decisions at the Faculty of Economics and Business, Muhammadiyah Metro University.

Keywords: Investment Knowledge, Investment Risk Perception, Investment Return Perception, Minimum Investment Capital, and students' stock investment decisions.