

Abstrak

Penelitian ini bertujuan untuk mengungkap pengaruh pelatihan pasar modal, *return*, persepsi risiko, modal minimal dan motivasi pada minat investasi mahasiswa. Peneliti ingin melihat faktor–faktor yang mempengaruhi minat berinvestasi seorang mahasiswa yang telah mendapatkan pengetahuan mengenai investasi atau pasar modal. Data penelitian diperoleh langsung oleh peneliti melalui kuesioner yang diberikan kepada 115 orang responden. Metode pengambilan sampel yang digunakan peneliti adalah metode *purposive sampling* dengan kriteria mahasiswa yang telah mendapatkan pelatihan pasar modal atau investasi saham, seminar mengenai pasar modal atau investasi saham, pengalaman mengambil mata kuliah mengenai pasar modal. Berdasarkan hasil analisis regresi yang dilakukan, pelatihan pasar modal, *return*, persepsi risiko dan modal minimal berpengaruh terhadap minat investasi sedangkan variabel motivasi tidak berpengaruh terhadap minat investasi.

Kata kunci: *investasi, minat investasi, pelatihan pasar modal, return, risiko, modal minimal, motivasi, saham, pasar modal.*

Abstract

This study aims to reveal the effect of capital market training, return, risk perception, minimum capital and motivation on student investment interest. Researchers want to see the factors that influence the interest of investing a student who has gained knowledge about investment or capital market. Research data obtained directly by the researchers through a questionnaire given to 115 respondents. The sampling method used by the researcher is purposive sampling method with the criteria of students who have received capital market training or stock investment, seminar on capital market or stock investment, experience taking the subject of capital market. Based on the results of regression analysis conducted, capital market training, return, risk perceptions and minimal capital affect the interest of investment while the motivation variable has no effect on investment interest.

Keywords: *investment, investment interest, capital market training, return, risk, minimum capital, motivation, stock, capital market.*