

## ABSTRAK

### **PENGARUH MODAL MINIMAL INVESTASI, PENGETAHUAN INVESTASI, DAN PREFERENSI RISIKO TERHADAP MINAT BERINVESTASI MAHASISWA**

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Penelitian ini bertujuan untuk mengetahui pengaruh modal minimal investasi, pengetahuan investasi, dan preferensi risiko terhadap minat berinvestasi mahasiswa. Penelitian ini dilakukan di kampus Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta. Responden dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Program Studi Akuntansi dan Manajemen angkatan 2013, 2014, dan 2015.

Jenis penelitian ini adalah studi empiris. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Kuesioner disebarikan kepada seratus responden terpilih menggunakan enam belas item pernyataan. Setiap item pernyataan diukur dengan lima skala *likert*. Teknik analisis data yang digunakan pada penelitian ini adalah Analisis Regresi Linier Berganda.

Hasil penelitian ini menunjukkan bahwa tidak ada pengaruh modal minimal investasi terhadap minat berinvestasi mahasiswa, terdapat pengaruh pengetahuan investasi terhadap minat berinvestasi mahasiswa, dan tidak ada pengaruh preferensi risiko terhadap minat berinvestasi mahasiswa.

Kata Kunci : Investasi, Minat Berinvestasi, Modal Minimal, Pengetahuan, Preferensi Risiko.

## ABSTRACT

### **THE INFLUENCE OF MINIMUM CAPITAL INVESTMENT, INVESTMENT KNOWLEDGE, AND RISK PREFERENCES TOWARDS THE STUDENTS' INVESTMENT INTENTION**

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This study was aimed to find out the influence of minimum capital investment, investment knowledge, and risk preferences towards the students' investment intention. This research was conducted in Economics Faculty, Sanata Dharma University, Yogyakarta. The respondents in this research were the students of Economics Faculty, Accounting and Management Study Program batch 2013, 2014 and 2015.

The type of this study was empirical study. The data gathering technique that was used was purposive sampling technique. The questioners were spread to a hundred respondents that had been chosen using sixteen question items. Every question items were measured using five scale of likert. Data analysis technique that had been used in this study was a Multiple Linear Regression Analysis.

The results of this study indicates that minimum capital investment did not influence the students' investment intention, the investment knowledge influenced the students' investment intention, and risk preferences did not influence the students' investment intention.

Keywords: Investment, Investment Intention, Knowledge, Minimum Capital, Risk Preferences.