

**ABSTRAK****ANALISIS POTENSI INVESTASI MAHASISWA PENDIDIKAN  
AKUNTANSI UNIVERSITAS SANATA DHARMA  
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui bagaimana potensi investasi dan karakteristik diri mahasiswa Pendidikan Akuntansi Universitas Sanata Dharma. Penelitian ini merupakan penelitian kualitatif yang dilaksanakan pada bulan Mei 2018.

Populasi penelitian ini adalah seluruh mahasiswa Pendidikan Akuntansi Sanata Dharma dengan jumlah 300 orang. Sampel penelitian ini adalah mahasiswa Pendidikan Akuntansi angkatan 2015 hingga 2017 yang berjumlah 202. Diambil dengan teknik *sampling purposiv*. Data dikumpulkan dengan menggunakan kuesioner dan dianalisis dengan analisis deskriptif.

Hasil penelitian menunjukkan bahwa: Dilihat dari potensi berfikir, rata-rata mahasiswa memiliki potensi berfikir tentang investasi dalam kategori cukup dengan nilai 8,68; dilihat dari potensi emosi, rata-rata mahasiswa memiliki potensi emosi dalam menerima segala resiko investasi dalam kategori cukup dengan nilai 11,66; dilihat dari potensi fisik, rata-rata mahasiswa memiliki potensi fisik dalam mengatur kegiatan investasi dalam kategori berpotensi dengan nilai 11,66; dilihat dari potensi sosial, rata-rata mahasiswa memiliki potensi sosial dalam mempelajari ketrampilan berinvestasi dilingkungannya dalam kategori cukup dengan nilai 11,46; dilihat dari potensi intelektual, rata-rata mahasiswa memiliki potensi intelektual dalam menggunakan seluruh tubuhnya untuk mendukung investasi dalam kategori cukup dengan nilai 13,82; dilihat dari potensi minat, rata-rata mahasiswa tidak memiliki potensi minat dalam menyukai kegiatan investasi dalam kategori tidak berminat dengan nilai 10,15; dilihat dari potensi kemampuan, rata-rata mahasiswa memiliki potensi kemampuan menganalisis kegiatan investasi dalam kategori cukup dengan nilai 5,7; dilihat dari potensi kenyamanan, rata-rata mahasiswa tidak memiliki potensi kenyamanan menjalani kegiatan investasi dalam kategori cukup dengan nilai 7,3; dilihat dari potensi keyakinan, rata-rata mahasiswa memiliki potensi keyakinan dalam mepertanggung jawabkan investasinya dalam kategori cukup dengan nilai 5,3; dilihat dari potensi kepuasan, rata-rata mahasiswa memiliki potensi kepuasan dengan investasi yang dilakukan dalam kategori cukup dengan nilai 11,1.

**Kata Kunci:** kondisi analisis, potensi, investasi, mahasiswa

## ABSTRACT

### ANALYSIS OF INVESTMENT POTENCY OF ACCOUNTING EDUCATION STUDENTS OF SANATA DHARMA UNIVERSITY YOGYAKARTA

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This study aims to find out how well the investment potency and self-characteristics of Accounting Education students of Sanata Dharma University. This quantitative study was conducted in May 2018.

The population of this study were 300 Accounting Education students of Sanata Dharma University. The samples of this study were 202 Accounting Education students from 2015 batches to 2017. Sampling purposive technique was used in collecting data. The data were collected using questionnaires and analyzed by using descriptive analysis.

The result of this study indicates that from the potency thinking, the average of students has thinking potency of investment. It belongs to fair category. It is 8,68; perceived from the potential emotion, the average of student has emotion potency in accepting entire risks of investment. It belongs to fair category. It is 11,66; perceived from the physical potency, the average of student has physical potency to manage investment activities. It belongs to potential category. It is 11,66; received from the social potency, the average of students has social potency to learn investment skills in their environment. It belongs to fair category. It is 11,46; perceived from the intellectual potency, the average of student has intellectual potency to use their body to support the investment. It belongs to fair category. It is 13,82; perceived from the interest potency; the average of student did not has any interest potential in investment activities. It belongs to in category of having no interest. It is 10,15; perceived from the ability potency, the average of student has ability to analyze investment activities. It belongs to fair category. It is 5,7; perceived from the cosiness potency, the average of student did not have any comfort potency in doing investment activities. It belongs to fair category. It is 7,3; perceived from the confidence potency, the average of student has confidence potency to be responsible to their investment activities. It belongs to fair category. It is 5,3; perceived from the satisfaction potency, the average of student has satisfaction potency with their investment activities. It belongs to fair category. It is 11,1.

*Key words : condition of analysis, potential, investment, students*