

ABSTRAK

PENGARUH PENGETAHUAN INVESTASI, TOLERANSI TERHADAP  
RISIKO DAN MODAL MINIMAL TERHADAP MINAT INVESTASI  
GENERASI MILENIAL DI PASAR MODAL

( Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma  
Yogyakarta )

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2021

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan investasi, toleransi terhadap risiko, dan modal minimal terhadap minat investasi generasi milenial di pasar modal. Sampel dalam penelitian ini adalah sebagian dari seluruh mahasiswa FE Prodi Akuntansi dan Prodi Manajemen Universitas Sanata Dharma, dengan jumlah responden 187 orang. Metode analisis yang digunakan dalam penelitian ini adalah analisis Regresi Linear Berganda. Hasil menunjukkan bahwa, (1) pengetahuan investasi berpengaruh terhadap minat investasi generasi milenial di pasar modal; (2) toleransi terhadap risiko berpengaruh terhadap minat investasi generasi milenial di pasar modal; (3) modal minimal berpengaruh terhadap minat investasi generasi milenial di pasar modal; dan (4) terdapat perbedaan minat investasi di pasar modal antara generasi milenial laki-laki dan perempuan.

Kata kunci: pengetahuan investasi; toleransi terhadap risiko;

modalminimal; minat investasi.

ABSTRACT

THE EFFECT OF INVESTMENT KNOWLEDGE, TOLERANCE OF RISK  
AND MINIMUM CAPITAL ON INVESTMENT INTEREST  
MILLENNIAL GENERATION IN CAPITAL MARKET

(Case Study on Students of the Faculty of Economics, Sanata Dharma University,  
Yogyakarta)

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This study aims to determine the effect of investment knowledge, risk tolerance, and minimal capital on the millennial generation's investment interest in the capital market. The sample in this study were some of the students of the Faculty of Economics of the Accounting Study Program and the Management Study Program of the University of Sanata Dharma, with a total of 187 respondents. The analytical method used in this research is Multiple Linear Regression analysis. The results show that, (1) investment knowledge has an effect on millennial generation's investment interest in the capital market; (2) tolerance for risk affects the millennial generation's investment interest in the capital market; (3) minimal capital affects the millennial generation's investment interest in the capital market; and (4) there are differences in investment interest in the capital market between male and female millennial generations.

Keywords: investment knowledge; tolerance for risk; minimum capital; investment interest.

