

## ABSTRAK

### **PENGARUH PENGETAHUAN INVESTASI, MODAL MINIMAL, DAN PERSEPSI RISIKO TERHADAP MINAT BERINVESTASI PADA MAHASISWA FAKULTAS EKONOMI UNIVERSITAS SANATA DHARMA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan pengetahuan investasi, modal minimal dan persepsi risiko terhadap minat berinvestasi pada generasi milenial di Fakultas Ekonomi Universitas Sanata Dharma, (2) pengaruh positif secara parsial pengetahuan investasi terhadap minat berinvestasi, (3) pengaruh positif secara parsial modal minimal terhadap minat berinvestasi, (4) pengaruh positif secara parsial persepsi risiko terhadap minat berinvestasi. Data diperoleh melalui penyebaran kuesioner melalui *google form* dengan populasi mahasiswa aktif S1 Fakultas Ekonomi Universitas Sanata Dharma angkatan 2020-2022 yang berjumlah 1.337 mahasiswa. Teknik pengambilan sampel menggunakan *non probability* dengan teknik *purposive sampling* yang berjumlah 96 responden. Teknik analisis data yang digunakan pada penelitian ini adalah analisis regresi linear berganda dengan menggunakan aplikasi SPSS 26. Hasil penelitian menunjukkan bahwa: (1) pengetahuan investasi, modal minimal, dan persepsi risiko berpengaruh positif secara simultan terhadap minat berinvestasi, (2) pengetahuan investasi berpengaruh positif terhadap minat berinvestasi, (3) modal minimal berpengaruh positif terhadap minat berinvestasi, (4) persepsi risiko tidak berpengaruh positif terhadap minat berinvestasi.

**Kata kunci: Pengetahuan Investasi, Modal Minimal, Persepsi Risiko, Minat Berinvestasi**

**ABSTRACT**

***THE INFLUENCE OF INVESTMENT KNOWLEDGE, MINIMUM CAPITAL, AND RISK PERCEPTION ON INTEREST IN INVESTING IN STUDENTS OF THE FACULTY OF ECONOMICS, SANATA DHARMA UNIVERSITY***

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*This research aims to determine: (1) the simultaneous influence of investment knowledge, minimum capital and risk perception on investment interest in the millennial generation at the Faculty of Economics, Sanata Dharma University, (2) the partial positive influence of investment knowledge on investment interest, (3) the influence partial positive influence of minimum capital on investment interest, (4) partial positive influence of risk perception on investment interest. Data was obtained through distributing questionnaires via Google Form with a population of active undergraduate students at the Faculty of Economics, Sanata Dharma University class 2020-2022, totaling 1,337 students. The sampling technique used non-probability with a purposive sampling technique totaling 96 respondents. The data analysis technique used in this research is multiple linear regression analysis using the SPSS 26 application. The results of the research show that: (1) investment knowledge, minimum capital, and risk perception simultaneously have a positive effect on investment interest, (2) investment knowledge has an effect positive effect on interest in investing, (3) minimum capital has a positive effect on interest in investing, (4) perception of risk has no positive effect on interest in investing.*

***Keywords: Investment Knowledge, Minimum Capital, Risk Perception, Interest in Investing***