

ABSTRAK

**PENGARUH PENGETAHUAN INVESTASI,
MOTIVASI INVESTASI, DAN PERSEPSI RISIKO
TERHADAP MINAT BERINVESTASI
DI PASAR MODAL**

(Studi Pada Mahasiswa Akuntansi Universitas Sanata Dharma Yogyakarta
Angkatan 2022 dan 2023)

Leony Jesica Delano
Nim: 212114145
Universitas Sanata Dharma
Yogyakarta
2025

Investasi di pasar modal memerlukan pengetahuan yang luas dan pemahaman yang mendalam agar keputusan investasi yang diambil dapat memberikan hasil yang optimal. Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan investasi, motivasi investasi, dan persepsi risiko terhadap minat mahasiswa Akuntansi Universitas Sanata Dharma Untuk berinvestasi di pasar modal.

Penelitian ini menggunakan pendekatan kuantitatif. Data penelitian diperoleh dengan menyebarkan kuesioner secara *online* melalui WhatsApp dan penggunaan *scan barcode* di ruang kelas kepada mahasiswa Akuntansi Universitas Sanata Dharma angkatan 2022 dan 2023. Sampel penelitian ditentukan dengan metode *purposive sampling*, dengan kriteria seluruh mahasiswa Akuntansi Universitas Sanata Dharma angkatan 2022 dan 2023 yang telah mengambil mata kuliah Manajemen Investasi dan Pasar Modal. Analisis data dilakukan menggunakan Uji t (parsial) dengan menggunakan program SPSS 2025.

Hasil penelitian menunjukkan bahwa pengetahuan investasi, motivasi investasi, dan persepsi risiko berpengaruh terhadap minat berinvestasi mahasiswa. Hal ini menunjukkan bahwa pengetahuan investasi yang baik, motivasi yang kuat, serta persepsi risiko yang tepat dapat mendorong minat mahasiswa untuk melakukan investasi di pasar modal.

Kata Kunci: Pengetahuan Investasi, Motivasi Investasi, Persepsi Risiko,
Minat Berinvestasi di Pasar Modal

ABSTRACT

***THE INFLUENCE OF INVESTMENT KNOWLEDGE,
INVESTMENT MOTIVATION, AND RISK
PERCEPTION ON INVESTMENT INTERESTS
IN CAPITAL MARKET***

*(Study on Accounting Students at Sanata Dharma University, Yogyakarta Class of
2022 and 2023)*

Leony Jesica Delano
Nim: 212114145
Sanata Dharma University
Yogyakarta
2025

Investing in the capital market requires extensive knowledge and in-depth understanding so that the investment decisions made can provide optimal results. This study aims to determine the effect of investment knowledge, investment motivation, and risk perception on the interest of Sanata Dharma University Accounting students in investing in the capital market.

This study uses a quantitative approach. Research data was obtained by distributing questionnaires online via WhatsApp and using barcode scans in classrooms to Sanata Dharma University Accounting students from the 2022 and 2023 cohorts. Respondents were required to have taken the Investment Management and Capital Market course. The research sample was determined using the purpose sampling method, with the criteria being all Sanata Dharma University Accounting students from the 2022 and 2023 cohorts who had taken the Investment Management and Capital Market course. Data analysis was performed using t-test (partial) with the SPSS 2025 program.

The results of the study indicate that investment knowledge, investment motivation, and risk perception influence students' interest in investing. This shows that good investment knowledge, strong motivation, and good risk perception can encourage students' to invest in the capital market..

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