

## **ABSTRAK**

### **PENGARUH PENGETAHUAN INVESTASI, MODAL MINIMAL, KEMAJUAN TEKNOLOGI DAN MOTIVASI DIRI TERHADAP MINAT INVESTASI MAHASISWA DI PASAR MODAL**

**Oleh**

**CECEP HIDAYAT**

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan investasi, modal minimal, kemajuan teknologi, dan motivasi diri terhadap minat investasi mahasiswa di pasar modal. Metode yang digunakan dalam penelitian ini adalah deskriptif verifikatif dengan pendekatan *ex post facto and survey*. Populasi dalam penelitian ini berjumlah 143 responden. Sampel yang diperoleh berjumlah 105 responden. Pengumpulan data menggunakan angket/ kuisioner. Pengujian hipotesis secara parsial uji T dan secara simultan uji F. Hasil penelitian menunjukkan bahwa ada pengaruh antara pengetahuan investasi, modal minimal, kemajuan teknologi dan motivasi diri terhadap minat investasi mahasiswa di pasar modal.

**Kata Kunci** : minat investasi, pengetahuan investasi, modal minimal, teknologi, motivasi diri.

## **ABSTRACT**

### **INFLUENCE OF INVESTMENT KNOWLEDGE, MINIMAL CAPITAL, TECHNOLOGICAL PROGRESS AND SELF-MOTIVATION ON STUDENT INVESTMENT INTEREST IN THE CAPITAL MARKET**

*By*

**CECEP HIDAYAT**

*This study aims to determine the effect of investment knowledge, minimal capital, technological progress, and self-motivation on student investment interest in the capital market. The method used in this research is descriptive verification with ex post facto approaches and surveys. The population in this study is 143 respondents. The sample obtained was 105 respondents. Data collection is done through questionnaires. The hypothesis testing is done by using T test partially and F test simultaneously. The results showed that there was an influence between investment knowledge, minimal capital, technological progress and self-motivation on student investment interest in the capital market.*

**Keywords :** *investment interest, knowledge investment, minimal capital, technology, self-motivation.*