

## ABSTRAK

# DETERMINASI MINAT INVESTASI MAHASISWA UNIVERSITAS LAMPUNG MENGUNAKAN *THEORY OF PLANNED BEHAVIOR*

OLEH

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Mahasiswa seringkali dihadapkan pada pilihan investasi yang memengaruhi keuangan masa depan mereka. Oleh karena itu, penelitian ini penting untuk memahami bagaimana pengaruh teori perilaku keuangan yang terdiri atas attitude, subjective norms, perceived behavioral control, literasi keuangan dan tingkat toleransi risiko individu dapat memengaruhi minat investasi mahasiswa. Penelitian ini bertujuan untuk menginvestigasi pengaruh attitude, subjective norms, perceived behavioral control, literasi keuangan dan tingkat toleransi risiko terhadap minat investasi mahasiswa Universitas Lampung dengan menggunakan teori perilaku yang direncanakan sebagai kerangka konseptual. Metode penelitian yang digunakan adalah survei dengan pengumpulan data melalui kuesioner yang disebarakan kepada mahasiswa Universitas Lampung. Hasil analisis data menggunakan regresi linier berganda menunjukkan bahwa attitude dan perceived behavioral control memiliki pengaruh terhadap minat investasi mahasiswa. Sedangkan subjective norms, literasi keuangan dan tingkat toleransi risiko tidak memiliki pengaruh terhadap minat investasi mahasiswa. Secara simultan attitude, subjective norms, perceived behavioral control, financial literacy, dan risk tolerance secara signifikan mempengaruhi minat investasi.

**Kata Kunci : Attitude, Subjective Norms, Perceived Behavioral Control, Financial Literacy, Risk Tolerance, Minat Investasi**

## ABSTRACT

### DETERMINANTS OF INVESTMENT INTENTION OF LAMPUNG UNIVERSITY STUDENTS USING THEORY OF PLANNED BEHAVIOR

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Students are often faced with investment choices that affect their future finances. Therefore, this research is important to understand how the influence of the financial behavior theory consisting of attitude, subjective norms, perceived behavioral control, financial literacy, and individual risk tolerance can affect the investment intention of university students. This study aims to investigate the influence of attitude, subjective norms, perceived behavioral control, financial literacy, and risk tolerance on the investment intention of University of Lampung students using the planned behavior theory as the conceptual framework. The research method used is a survey with data collection through questionnaires distributed to University of Lampung students. The results of data analysis using multiple linear regression show that attitude and perceived behavioral control influence the investment intention of students. Meanwhile, subjective norms, financial literacy, and risk tolerance do not influence the investment intention of students. Simultaneously, attitude, subjective norms, perceived behavioral control, financial literacy, and risk tolerance significantly influence investment intention.

**Keywords:** Attitude, Subjective Norms, Perceived Behavioral Control, Financial Literacy, Risk Tolerance, Investment Intention