

ABSTRAK

ANALISIS PENGARUH PENGETAHUAN INVESTASI DAN INFORMASI AKUNTANSI TERHADAP MINAT BERINVESTASI GEN Z DI PASAR MODAL (STUDI PADA GENERASI Z DI UNIVERSITAS LAMPUNG)

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Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan investasi dan informasi akuntansi terhadap minat berinvestasi Gen Z di pasar modal. Variabel pengetahuan investasi dan informasi akuntansi diukur menggunakan skala likert (1-5). Grand theory yang digunakan adalah Theory of Planned Behaviour (TPB). Penelitian ini menggunakan metode survei daring dengan sampel 315 Gen Z yang terdapat di Fakultas Ekonomi dan Bisnis Universitas Lampung dengan teknik pengambilan sampel menggunakan metode purposive sampling. Berdasarkan hasil analisis regresi linear berganda menunjukkan bahwa pengetahuan investasi dan informasi akuntansi menjadi dua faktor determinan bagi Gen Z Lampung dalam mempertimbangkan keputusan berinvestasi di pasar modal. Hasil analisis lebih lanjut menunjukkan bahwa pengetahuan investasi lebih dominan dalam mempengaruhi minat Gen Z berinvestasi. Keterbatasan pada penelitian ini adalah sampel yang hanya mencakup mahasiswa di Universitas Lampung, sehingga hasilnya mungkin tidak dapat digeneralisasikan ke populasi Gen Z di wilayah lain. Penelitian ini memberikan kontribusi dalam bidang pendidikan dan pasar modal. Bagi institusi pendidikan, temuan ini dapat digunakan sebagai bahan pertimbangan dalam merancang kurikulum khususnya tentang muatan pengetahuan investasi dan informasi akuntansi. Bagi pelaku pasar modal, hasil ini dapat menjadi acuan untuk mengembangkan strategi edukasi dan promosi yang lebih efektif untuk menarik minat Gen Z dalam berinvestasi.

Kata kunci: pengetahuan investasi, informasi akuntansi, minat berinvestasi, gen z, theory of planned behaviour

ABSTRAK

ANALYSIS OF THE INFLUENCE OF INVESTMENT KNOWLEDGE AND ACCOUNTING INFORMATION ON GEN Z'S INVESTMENT INTEREST IN THE CAPITAL MARKET (A STUDY ON GENERATION Z AT THE UNIVERSITY OF LAMPUNG)

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This study aims to analyze the influence of investment knowledge and accounting information on Gen Z's interest in investing in the capital market. The variables of investment knowledge and accounting information were measured using a Likert scale (1–5). The grand theory applied in this research is the Theory of Planned Behavior (TPB). The study employed an online survey method with a sample of 315 Gen Z individuals from the Faculty of Economics and Business at the University of Lampung, using purposive sampling techniques. The results of multiple linear regression analysis show that investment knowledge and accounting information are two determinant factors for Gen Z in Lampung when considering investment decisions in the capital market. Further analysis reveals that investment knowledge has a more dominant influence on Gen Z's investment interest. However, this study has limitations, as the sample only includes students from the University of Lampung, making the findings less generalizable to the broader Gen Z population in other regions. This study contributes to the fields of education and the capital market. For educational institutions, the findings can serve as a basis for designing curricula, particularly those focusing on investment knowledge and accounting information. For capital market players, the results can serve as a reference for developing more effective educational and promotional strategies to attract Gen Z to invest.

Kata kunci: investment knowledge, accounting information, investment interest, Gen Z, theory of planned behavior