ABSTRAK

PENGARUH MEDIA SOSIAL, EDUKASI SEKOLAH PASAR MODAL, DAN *SELF-EFFICACY* TERHADAP MINAT BERINVESTASI MAHASISWA PENDIDIKAN EKONOMI UNIVERSITAS LAMPUNG

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Fenomena yang melatarbelakangi penelitian ini adalah masih rendahnya minat berinvestasi di kalangan mahasiswa Pendidikan Ekonomi Universitas Lampung. Kondisi tersebut muncul karena mahasiswa belum optimal memanfaatkan media sosial sebagai sarana literasi investasi, serta terbatasnya pengalaman praktik langsung melalui kegiatan edukasi sekolah pasar modal. Selain itu, rendahnya tingkat *self-efficacy* juga turut menjadi faktor penghambat dalam membangun kepercayaan diri mahasiswa untuk berinvestasi.

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, edukasi sekolah pasar modal, dan *self-efficacy* terhadap minat berinvestasi. Penelitian ini menerapkan metode kuantitatif dengan pendekatan deskriptif verikatif melalui desain *ex post facto* dan survei. Populasi penelitian ini meliputi 131 mahasiswa Pendidikan Ekonomi Universitas Lampung angkatan 2023 dan 2024 yang sudah mengikuti kegiatan edukasi sekolah pasar modal, dan ditentukan dengan teknik *purposive sampling* sehingga diperoleh 99 responden. Data dikumpulkan melalui penyebaran kuesioner dan diolah menggunakan SPSS versi 26.

Hasil penelitian menunjukkan bahwa secara parsial media sosial, edukasi sekolah pasar modal, dan *self-efficacy* berpengaruh positif dan signifikan terhadap minat berinvestasi. Dan terdapat pengaruh secara simultan antara media sosial, edukasi sekolah pasar modal, dan *self-efficacy* terhadap minat berinvestasi. Dengan hal ini diketahui bahwa pentingnya optimalisasi pemanfaatan media sosial, peningkatan program edukasi pasar modal, serta penguatan faktor psikologis mahasiswa sehingga dapat membangun rasa percaya diri dalam berinvestasi.

Kata kunci: Edukasi Sekolah Pasar Modal, Investasi, Media Sosial, S*elf-Efficacy*

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA, CAPITAL MARKET SCHOOL EDUCATION, AND SELF-EFFICACY ON INVESTMENT INTEREST OF ECONOMIC EDUCATION STUDENTS AT THE UNIVERSITY OF LAMPUNG

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The underlying phenomenon of this research is the low investment interest among Economics Education students at the University of Lampung. This situation arises because students have not optimally utilized social media as a means of investment literacy, as well as limited hands-on experience through capital market school education activities. Furthermore, low levels of self-efficacy also inhibit students' confidence in investing. This study aims to analyze the influence of social media, capital market school education, and self-efficacy on investment interest. This research employed quantitative methods with a descriptive verification approach through an ex post facto and survey design. The study population included 131 Economics Education students from the 2023 and 2024 intakes of the University of Lampung who had participated in capital market school education activities. Purposive sampling was used to obtain 99 respondents. Data were collected through questionnaires and processed using SPSS version 26. The results indicate that social media, capital market school education, and self-efficacy partially have a positive and significant effect on investment interest. There is also a simultaneous influence between social media, capital market school education, and self-efficacy on investment interest. This highlights the importance of optimizing the use of social media, enhancing capital market education programs, and strengthening students' psychological factors to build their confidence in investing.

Keywords: Capital Market School Education, Investment, Self-Efficacy, Social Media