

ABSTRAK

Fannya P. Rahdana Bachrudin, 2024. Pengaruh literasi keuangan, risiko investasi, modal minimal, pengetahuan investasi dan *return* investasi terhadap minat berinvestasi pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Khairun Ternate. Ketua Komisi : Irfan Zamzam, Anggota Komisi : Dwi Yana Amalia Sari Fala.

Tujuan penelitian ini adalah: (1) Menganalisis pengaruh Literasi Keuangan terhadap minat berinvestasi; (2) Menganalisis pengaruh risiko investasi terhadap minat berinvestasi; (3) Menganalisis pengaruh modal minimal terhadap minat berinvestasi; (4) Menganalisis pengaruh pengetahuan investasi terhadap minat berinvestasi; (5) Menganalisis pengaruh *return* investasi terhadap minat berinvestasi. Metode pengumpulan data menggunakan teknik purposive sampling dengan jumlah sampel 80 Mahasiswa Akuntansi Universitas Khairun Ternate. Alat uji yang digunakan adalah analisis regresi linear berganda dengan menggunakan alat uji statistik SPSS 26.

Hasil penelitian menunjukkan bahwa: (1) Literasi Keuangan tidak berpengaruh terhadap minat berinvestasi mahasiswa; (2) Risiko Investasi tidak berpengaruh terhadap minat berinvestasi mahasiswa; (3) Modal Minimal berpengaruh terhadap minat berinvestasi mahasiswa; (4) Pengetahuan Investasi berpengaruh terhadap minat berinvestasi mahasiswa; (5) *Return* Investasi tidak berpengaruh terhadap minat berinvestasi mahasiswa;

Kata Kunci: Literasi Keuangan, Risiko Investasi, Modal Minimal, Pengetahuan Investasi, Return Investasi, dan Minat Investasi

ABSTRACT

Fannya P. Rahdana Bachrudin, 2024. *The influence of Financial Literacy, Investment Risk, Minimum Capital, Investment Knowledge and Investment Returns on Investment Interest Among Students at the Faculty of Economics and Business, Khairun University, Ternate.* Chairman : Irfan Zamzam, Member : Dwi Yana Amalia Sari Fala.

The Purpose of this study are: (1) Analyze the influence of Financial Literacy on investment interest; (2) Analyze the influence of investment risk on investment interest; (3) Analyzing the effect of minimum capital on investment interest; (4) Analyzing the influence of investment knowledge on investment interest; (5) Analyze the influence of investment returns on investment interest. The data collection method used a purposive sampling technique with a sample size of 80 Accounting Students from Khairun University, Ternate. The test tool used is multiple linear regression analysis using the SPSS 26 statistical test tool.

The results showed that: (1) Financial Literacy has no effect on students' investment interest; (2) Investment risk has no effect on students' investment interest; (3) Minimum capital influences students' investment interest; (4) Investment knowledge influences students' investment interest; (5) Investment Return has no effect on students' investment interest;

Keywords: *Finansial Literacy, Investment Risk, Minimum Capital, Investment Knowledge, Investment Returns, dan Investment Interest*