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JUDUL SKRIPSI : **PENGARUH FAKOR-FAKTOR YANG
MEMPENGARUHI MOTIVASI, EDUKASI & MANFAAT
INVESTASI TERHADAP MINAT BERINVESTASI
GENERASI MILENIAL DI PASAR MODAL.**

ABSTRAK

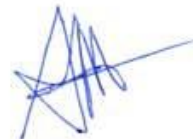
Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, edukasi, manfaat investasi terhadap minat investasi mahasiswa generasi milenial Politeknik STIA LAN Jakarta untuk Berinvestasi Di Pasar Modal.

Metodologi penelitian yang digunakan adalah metode kuantitatif dengan data cross section dan data primer yang diperoleh melalui penyebaran kuesioner. Teknik pengambilan sampel menggunakan metode purposive sampling dengan data kuesioner disebar kepada 100 orang responden. Teknik analisa data yang digunakan adalah regresi linear berganda dengan melakukan uji validitas, uji asumsi klasik (uji reliabilitas, uji normalitas, uji heteroskedastisitas, uji multikolinearitas, uji autokorelasi) dan uji hipotesis secara parsial dan secara simultan. Untuk menguji keberartian pengaruh dengan tingkat signifikansi 5%.

Hasil dari penelitian ini menunjukkan bahwa secara parsial : (1) variabel motivasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa generasi milenial di pasar modal (2) variabel edukasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa generasi milenial di pasar modal (3) variabel manfaat investasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa generasi milenial di pasar modal. Secara simultan variabel motivasi, edukasi dan manfaat investasi memiliki hubungan yang signifikan terhadap variabel terikat yaitu minat investasi mahasiswa generasi milenial dalam berinvestasi di pasar modal.

Kata kunci : Motivasi, Edukasi, Manfaat Investasi, Minat Investasi

Penulis



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Thesis Title : THE FACTORS INFLUENCING MOTIVATION, EDUCATION AND INVESTMENT BENEFITS ON THE MILLENNIAL GENERATION'S INVESTMENT INTEREST IN THE CAPITAL MARKET.

ABSTRACT

This study aims to analyze the effect of motivation, education, investment benefits on the investment interest of millennial generation students of Politeknik STIA LAN Jakarta to Invest in the Capital Market.

The research methodology used is a quantitative method with cross section data and primary data obtained through distributing questionnaires. The sampling technique used purposive sampling method with questionnaire data distributed to 100 respondents. The data analysis technique used is multiple linear regression by conducting validity tests, classical assumption tests (reliability tests, normality tests, heteroscedasticity tests, multicollinearity tests, autocorrelation tests) and hypothesis testing parsian and simultaneously. To test the significance of the effect with a significance level of 5%.

The results of this study indicate that partially: (1) the motivation variable has a positive and significant effect on the investment interest of millennial generation students in the capital market (2) the education variable has a positive and significant effect on the investment interest of millennial generation students in the capital market (3) the investment benefit variable has a positive and significant effect on the investment interest of millennial generation students in the capital market. Simultaneously, the variables of motivation, education and investment benefits have a significant relationship with the dependent variable, namely the investment interest of millennial generation students in investing in the capital market.

Keywords: Motivation, Education, Investment Benefits, Investment Interest

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