

Nama : Dzikra Putri Hidayah Siregar
NIM : 3012201026
Judul : ANALISIS PENGETAHUAN INVESTASI DAN PERILAKU
GEN Z TERHADAP MINAT BERINVESTASI DI PASAR
MODAL

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan dan perilaku gen z terhadap minat berinvestasi di pasar modal.

Hasil dari penelitian-penelitian terdahulu, ditemukan hasil yang berbeda yaitu beberapa Tindakan dalam mengatur keuangan bagi Gen Z salah satunya menabung melalui saham Pasar Modal, namun fakta lain juga ditemukan bahwa menabung/mengatur keuangan bukan hanya dari melalui saham Pasar Modal.

Jenis data yang digunakan dalam penelitian ini adalah data primer dari responden Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Mohammad Husni Thamrin Prodi Manajemen semester 2-8 tahun 2020-2023 melalui pengisian kuisioner. Metode untuk menganalisis data penelitian yang diolah menggunakan pendekatan SPSS (stastical package for sosial science)

Hasil pengujian hipotesis menghasilkan nilai t hitung sebesar 7,798 dengan signifikansi sebesar 0,000. Hal ini menandakan hasil pengujian hipotesis 1 yang diajukan dalam penelitian ini diterima, yang berarti bahwa semakin baik peranan pengetahuan investasi, maka akan semakin meningkatkan minat berinvestasi di Pasar Modal.

Hasil pengujian hipotesis menghasilkan nilai t hitung sebesar 10,924 dengan signifikansi sebesar 0,000. Hal ini menandakan hasil pengujian hipotesis 1 yang diajukan dalam penelitian ini diterima, yang berarti bahwa semakin baik peranan perilaku gen z, maka akan semakin meningkatkan minat berinvestasi di Pasar Modal.

Kata kunci: Pengetahuan Investasi, Perilaku Gen z, Minat Investasi, Pasar Modal

Name : Dzikra Putri Hidayah Siregar
ID Number : 3012201026
Title : ANALYSIS OF INVESTMENT KNOWLEDGE AND BEHAVIOR
OF GEN Z TOWARDS INTEREST IN INVESTING IN CAPITAL
MARKETS

ABSTRACT

This research aims to analyze the influence of Gen Z's knowledge and behavior on interest in investing in the capital market.

As a result of previous research, different results were found, namely several actions in managing finances for Gen Z, one of which was saving through Capital Market shares, but another fact was also found that saving/managing finances is not only through Capital Market shares.

The type of data used in this research is primary data from respondents from students at the Faculty of Economics and Business, Mohammad Husni Thamrin University, Management Study Program semester 2-8 2020-2023 by filling in a questionnaire. Method for analyzing research data processed using the SPSS (static package for social science) approach

The results of hypothesis testing produced a calculated t value of 7.798 with a significance of 0.000. This indicates that the results of testing hypothesis 1 proposed in this research were accepted, which means that the better the role of investment knowledge, the greater the interest in investing in the Capital Market.

The results of hypothesis testing produced a calculated t value of 10.924 with a significance of 0.000. This indicates that the results of testing hypothesis 1 proposed in this research were accepted, which means that the better the role of Gen Z behavior, the greater the interest in investing in the capital market.

Keywords: Investment knowledge, Gen z behavior, Capital Market, Invesment Interest