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Judul Skripsi : *PENGARUH PEMAHAMAN INVESTASI, FASILITAS
ONLINE TRADING DAN MODAL MINIMAL
TERHADAP MINAT INVESTASI DI PASAR MODAL*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis (Pengaruh pemahaman investasi, fasilitas online trading dan modal minimal terhadap minat investasi di pasar modal)

Metodologi penelitian yang digunakan adalah metode kuantitatif, dengan data primer yang diperoleh melalui penyebaran kuesioner di berbagai platform media sosial yang ada saat ini. Teknik pengambilan sampel dilakukan menggunakan convenience sampling. Analisis data dilakukan dengan metode regresi linier berganda, melibatkan uji statistik deskriptif, uji asumsi klasik (uji normalitas, uji heteroskedastisitas, uji multikolinearitas), dan uji hipotesis. Uji F-statistik digunakan untuk menguji pengaruh secara simultan dengan tingkat signifikansi sebesar 5%.

Hasil dari penelitian ini menunjukkan bahwa variabel bebas, yaitu pemahaman investasi berpengaruh signifikan positif terhadap minat untuk berinvestasi di pasar modal, variabel fasilitas online trading berpengaruh signifikan positif terhadap minat untuk berinvestasi di pasar modal dan variabel modal minimal berpengaruh signifikan positif terhadap minat untuk berinvestasi di pasar modal. Sementara itu secara simultan variabel terikat nya , yaitu pemahaman investasi, fasilitas online trading dan modal minimal berdampak signifikan terhadap minat untuk berinvestasi di pasar modal.

Kata kunci : pengaruh pemahaman investasi, fasilitas online trading dan modal minimal, minat investasi

Peneliti



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Title : THE INFLUENCE OF INVESTMENT UNDERSTANDING,
ONLINE TRADING FACILITIES, AND MINIMAL CAPITAL
ON INVESTMENT INTEREST IN THE CAPITAL MARKET

ABSTRACT

This research aims to analyze (the influence of investment understanding, online trading facilities and minimum capital on investment interest in the capital market)

The research methodology used is a quantitative method, with primary data obtained through distributing questionnaires on various social media platforms that currently exist. The sampling technique was carried out using convenience sampling. Data analysis was carried out using the multiple linear regression method, involving descriptive statistical tests, classical assumption tests (normality test, heteroscedasticity test, multicollinearity test), and hypothesis testing. The F-statistic test is used to test the effect simultaneously with a significance level of 5%.

The results of this research show that the independent variable, namely investment understanding, has a significant positive effect on interest in investing in the capital market, the online trading facility variable has a significant positive effect on interest in investing in the capital market and the minimum capital variable has a significant positive effect on interest in investing in the market. capital. Meanwhile, simultaneously the dependent variables, namely investment understanding, online trading facilities and minimum capital, have a significant impact on interest in investing in the capital market.

Kata kunci : influence of investment understanding, online trading facilities and minimum capital, investment interest

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