

## **ABSTRAK**

Rina Apriyanti. Hubungan Antara Demografi, Psikografi Dan Literasi Keuangan Terhadap Minat Produk Investasi Pada Mahasiswa Universitas Mercu Buana, Skripsi. Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana .2018

Penelitian ini bertujuan untuk (1) Mengetahui hubungan antara faktor demografi terhadap minat produk investasi pada mahasiswa Universitas Mercu Buana (2) Mengetahui hubungan antara faktor psikografis terhadap minat produk investasi pada mahasiswa Universitas Mercu Buana (3) Mengetahui hubungan antara faktor literasi keuangan terhadap minat produk investasi pada mahasiswa Universitas Mercu Buana dalam penelitian ini adalah seluruh mahasiswa tahun ajaran 2014 yang berjumlah 120 jiwa . Sampel yang diambil dalam penelitian ini adalah 120 orang yang diambil secara convinience sampling atau berdasarkan kemudahan sampel ditemui. Metode analisis yang digunakan dalam penelitian ini adalah Analisis Faktor, Analisis Kluster, Uji Tabulasi Silang dan Uji Chi Square.

Kesimpulan yang dapat diambil dari penlitian ini adalah bahwa (1) berdasarkan hasil uji chi square dan cross tab pada demografi masyarakat maka dapat diketahui bahwa (a) jenis kelamin memiliki hubungan terhadap minat produk investasi barang koleksi, deposito ,obligasi dan reksa dana pasar uang , reksa dana pendapatan tetap dan reksa dana saham (b) usia memiliki hubungan terhadap minat produk investasi emas ,barang koleksi ,deposito,saham ,obligasi dan reksa dana pasar uang ,reksa dana pendapatan tetap dan reksa dana saham. (c) pendapatan memiliki hubungan terhadap emas , barang koleksi,obligasi, reksa dana pasar uang, reksa dana pendapatan tetap dan reksa dana saham (2) Faktor AIO memiliki hubungan terhadap minat produk investasi emas ,barang koleksi , deposito , saham ,reksa dana pasar uang , reksa dana pendapatan tetap dan reksa dana saham (3) Faktor literasi keuangan hubungan terhadap emas , barang koleksi ,deposito, saham, obligasi, reksa dana pasar uang, reksa dana saham.



Kata Kunci : Demografi, Psikografi, Literasi Keuangan, Minat Produk Investasi, Universitas Mercu Buana

## **ABSTRACT**

Rina Apriyanti. The Influence of Demography, Psychography and Financial Literacy toward Investment Products Interest of college student University of Mercu Buana, Undergraduate Thesis. Management Study Program Faculty of Economics, University of Mercu Buana. 2018

The aim of this research is (1) To know the influence of demographic factors on investment product interest in college student University of Mercu Buana (2) To know the influence of psychographic factors on product interest in college student University of Mercu Buana (3) To know the influence of financial literacy factor on investnebt product interest in college student University of Mercu Buana .The population in this study were all college student University of Mercu Buana period 2014 that are 120 people. Samples in this study were 120 people that taken by convinience sampling or based on the ease of samples being encountered. Analysis method used in this research is Factor Analysis, Cluster Analysis, Cross Tabulation Test and Chi Square Test.

The conclusions from this research are (1) based on the result of chi square and cross tab test on demography of society it can be known that (a) sex have relation to interest to collection, deposit, debenture, money market mutual fund (RDPU),fix income fund (RDPT) and stock mutual funds (RDS) (b) age have relation to gold , collection, deposit, stock market, debenture, money market mutual fund (RDPU),fix income fund (RDPT) and stock mutual funds (RDS) (c) income has an relation to gold , collection, debenture, money market mutual fund (RDPU),fix income fund (RDPT) and stock mutual funds (RDS) (2) The AIO factor has an relation to gold , collection, deposit, stock market, money market mutual fund (RDPU),fix income fund (RDPT) and stock mutual funds (RDS) (3) Financial literacy factor has an relation toward gold , collection, deposit, stock market, debenture, money market mutual fund (RDPU) and stock mutual funds (RDS)



Keywords: Demography, Psychography, Financial Literacy, Investment Product Interest, University of Mercu Buana