

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan investasi dan preferensi risiko terhadap minat berinvestasi di Pasar Modal yang dilakukan studi kasus pada Mahasiswa Program Studi Manajemen FEB Universitas Mercu Buana dengan mengambil 100 responden terpilih. Data hasil pengisian kuesioner selanjutnya dianalisis secara deskriptif dan uji kualitas data. Pengujian ini dilakukan dengan teknik *Partial Least Square (Smart-PLS)* versi 3.2.8 PLS. PLS (*Partial Least Square*) adalah model alternatif dari *covariance based SEM*. Berdasarkan hasil analisis PLS, diperoleh hasil (1) pengetahuan investasi berpengaruh secara positif dan signifikan terhadap minat berinvestasi di Pasar Modal. (2) hasil analisis selanjutnya menunjukkan bahwa preferensi risiko berpengaruh positif dan signifikan terhadap minat berinvestasi di Pasar Modal. Variabilitas konstruk minat berinvestasi yang dapat dijelaskan oleh variabilitas konstruk pengetahuan investasi dan preferensi risiko sebesar 68.1% sedangkan 31.9% dijelaskan oleh variabel lain diluar yang diteliti.

Kata kunci : pengetahuan investasi, preferensi risiko, minat berinvestasi



## **ABSTRACT**

*This study aims to determine the effect of investment knowledge and risk preferences on interest in investing in the Capital Market conducted a case study on the Management Study Program Student of FEB Mercu Buana University by taking 100 selected respondents. The data from the questionnaire results were then analyzed descriptively and tested for data quality. This test was carried out with Partial Least Square (Smart-PLS) technique version 3.2.8 PLS. PLS (Partial Least Square) is an alternative model of SEM-based covariance. Based on the results of the PLS analysis, the results obtained (1) investment knowledge has a positive and significant effect on investment interest in the Capital Market. (2) the results of the subsequent analysis show that risk preferences have a positive and significant effect on interest in investing in the Capital Market. The variability of investment interest constructs that can be explained by the constructability variability of investment knowledge and risk preferences is 68.1% while 31.9% is explained by other variables outside of the study.*

*Keywords:* investment knowledge, risk preferences, investment interests

