

ABSTRAK

Penelitian ini menganalisis Pengaruh Persepsi Risiko, Motivasi dan Proses Belajar Terhadap Minat Investasi Saham di kegiatan Sekolah Pasar Modal Jabodetabek. Penelitian ini bertujuan untuk mengetahui seberapa kuat pengaruh Persepsi Risiko, Motivasi dan Proses Belajar terhadap Minat Investasi Saham di kegiatan Sekolah Pasar Modal Jabodetabek. Penelitian ini mengambil sampel sebanyak 400 responden. Teknik sampling yang dipakai metode *technical Purposive Sampling*, dan teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas, uji realibilitas dengan *Alpha Cronbach*. Uji asumsi klasik, analisis regresi linear berganda, uji t, uji F serta uji koefisien korelasi dan determinansi. Data yang terkumpul diuji validitas dan diuji realibilitas dengan koefisien alpha (*Alpha Cronbach*), dimana hasilnya seluruh data dinyatakan valid dan realibel. Hasil penelitian ini menunjukkan bahwa Persepsi Risiko, Motivasi dan Proses Belajar berpengaruh secara signifikan terhadap Minat Investasi Saham.

Kata Kunci: Persepsi Risiko, Motivasi, Proses Belajar dan Minat Investasi



ABSTRACT

This study analyzes the Effect of Risk Perception, Motivation and Learning Processes on Interest in Stock Investment in Jabodetabek Capital Market School activities. This study aims to determine how strong the influence of Risk Perception, Motivation and Learning Processes on Interest in Stock Investment in Jabodetabek Capital Market School activities. This study took a sample of 400 respondents. The sampling technique used is the technical Purposive Sampling method, and the data testing techniques used in this study include validity test, reliability test with Cronbach Alpha. Classical assumption test, multiple linear regression analysis, t test, F test and correlation coefficient and determinant test. The collected data were tested for validity and tested reliability with alpha coefficients (Cronbach Alpha), where the results of all data were declared valid and reliable. The results of this study indicate that Risk Perception, Motivation and Learning Process significantly influence the Interest of Stock Investment.

Keywords: Risk Perception, Motivation, Learning Process and Investment Interest

