

ABSTRAK

Minat berinvestasi di Indonesia telah meningkat bahkan sejajar dengan Malaysia namun dikatakan belum sebanding dengan jumlah penduduk Negara Indonesia. Peningkatan investasi banyak dikuasai Asia Timur seperti Jepang dan Korea Selatan. Pentingnya investasi menggerakkan BEI untuk berkerja sama dengan perguruan tinggi. Namun minat mahasiswa untuk berinvestasi masih rendah karena terbatasnya motivasi dan pengetahuan mahasiswa. Diduga faktor yang mempengaruhi minat berinvestasi pada mahasiswa Universitas Mercu Buana Jakarta ialah pengetahuan dan motivasi akan berinvestasi. Analisis data menggunakan metode Partial Least Square (PLS) yang terdapat pada software Smart PLS versi 3. Metode ini merupakan salah satu metode Struktural Equation Modeling (SEM) dengan keunggulan tingginya tingkat fleksibilitas serta mampu menganalisis jalur (*path*) dengan variabel laten. Berdasarkan koefisien regresi maka secara parsial motivasi tidak berpengaruh positif sedangkan pengetahuan dalam berinvestasi berpengaruh positif terhadap minat berinvestasi mahasiswa. Keinginan menggali pengetahuan mengenai berinvestasi di pasar modal akan timbul dari dalam diri seseorang jika mahasiswa mengetahui bahwa berinvestasi di pasar modal dapat memenuhi kebutuhan dan harapan. Kedepannya, peneliti diharapkan mampu menganalisa faktor-faktor yang mempengaruhi minat berinvestasi.

Kata kunci: Motivasi berinvestasi, Pengetahuan investasi, Minat berinvestasi, Smart PLS versi 3, SEM.

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ABSTRACT

Interest in investing in Indonesia has increased even parallel to Malaysia, but it is said that it is not comparable to the population of Indonesia. The increase in investment is mostly dominated by East Asia, such as Japan and South Korea. The importance of investment moves IDX to cooperate with universities. However, students' interest in investing is still low due to the limited motivation and knowledge of students. It is suspected that the factors that influence investment interest in Mercu Buana University students in Jakarta are knowledge and motivation to invest. Data analysis using the Partial Least Square (PLS) method contained in the Smart PLS software version 3. This method is one of the Structural Equation Modeling (SEM) methods with the advantage of high levels of flexibility and being able to analyze paths with latent variables. Based on the regression coefficient, partially motivation does not have a positive effect, while knowledge in investing has a positive effect on student investment interest. The desire to explore knowledge about investing in the capital market will arise from within a person if students know that investing in the capital market can meet their needs and expectations. In the future, researchers are expected to be able to analyze the factors that influence investment interest.

Keywords: Investment motivation, Investment knowledge, Interest in investing, Smart PLS version 3, SEM.

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