

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh sikap, norma subjektif, persepsi kontrol perilaku dan religiusitas terhadap minat investasi mahasiswa Universitas Mercu Buana. Variabel independen yang didapatkan dari hasil survei pendahuluan adalah sikap, norma subjektif, persepsi kontrol perilaku dan religiusitas. Sedangkan variabel dependen yang didapatkan adalah minat investasi. Populasi yang digunakan adalah Mahasiswa Universitas Mercu Buana Jakarta. Sampel yang digunakan dalam penelitian ini adalah sebanyak 100 responden, yang diambil dengan menggunakan tehnik *convenience sampling*. Dengan menggunakan pendekatan deskriptif kuantitatif, analisis statistik terhadap data dilakukan dengan pendekatan SEM-PLS. Hasil penelitian ini menunjukkan bahwa sikap berpengaruh positif signifikan terhadap minat investasi, norma subjektif berpengaruh positif signifikan terhadap minat investasi, persepsi kontrol perilaku berpengaruh positif signifikan terhadap minat investasi, serta religiusitas berpengaruh positif signifikan terhadap minat investasi.

Kata kunci : Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Religiusitas, Minat Investasi



ABSTRACT

This study was conducted to determine the influence of attitudes, subjective norms, perceived behavior control and religiosity on the investment interests of Mercu Buana University students. Independent variables obtained from the results of the preliminary survey are attitudes, subjective norms, perceived behavior control and religiosity. While the dependent variable obtained is investment interest. The population used is Students of Mercu Buana University Jakarta. The samples used in this study were as many as 100 respondents, which were taken using convenience sampling techniques. Using a descriptive quantitative approach, statistical analysis of data is carried out with sem-pls approach. The results of this study showed that attitudes have a significant positive effect on investment interests, subjective norms have a significant positive effect on investment interests, perceived behavior control have a significant positive effect on investment interests, as well as religiosity has a significant positive effect on investment interests

Keywords : Attitude, Subjective Norms, Perceived Behavior Control, Religiosity, Investment Interests

