

ABSTRAK

Penelitian ini bertujuan untuk menguji secara empiris pengaruh risiko investasi, *return* investasi, kemajuan teknologi, dan modal minimal terhadap minat investasi mahasiswa FEB UPN “Veteran” Yogyakarta. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan data primer melalui kuesioner yang dibagikan kepada populasi yang telah ditentukan yaitu mahasiswa aktif FEB UPN “Veteran” Yogyakarta hingga tahun ajaran 2023/2024. Sampel yang digunakan dalam penelitian sebanyak 98 responden yang dipilih berdasarkan teknik *convenience sampling* dan dihitung menggunakan teknik *Propotionate Stratified Random Sampling* sehingga setiap jurusan dapat mewakili secara proporsional banyaknya mahasiswa yang terdapat didalamnya. Kuesioner menggunakan skala ordinal yaitu skala likert 1 sampai 5. Teknik analisis data menggunakan analisis regresi linear berganda melalui *Statistical Product and Service Solutions* (SPSS). Berdasarkan hasil penelitian, variabel *return* investasi dan kemajuan teknologi berpengaruh signifikan terhadap minat investasi mahasiswa. Sedangkan untuk variabel risiko investasi dan modal minimal tidak berpengaruh signifikan terhadap minat investasi mahasiswa.

Kata Kunci: Risiko Investasi, Return Investasi, Kemajuan Teknologi, Modal Minimal, Minat Investasi Mahasiswa

ABSTRACT

This research aims to empirically test the influence of investment risk, investment returns, technological progress, and minimum capital on investment interest of FEB UPN "Veteran" Yogyakarta students. This research is quantitative research using primary data through questionnaires distributed to a predetermined population, namely active students of FEB UPN "Veteran" Yogyakarta until the 2023/2024 academic year. The sample used in the research was 98 respondents who were selected based on a convenience sampling technique and calculated using the Proportionate Stratified Random Sampling technique so that each department could proportionally represent the number of students in it. The questionnaire uses an ordinal scale, namely a Likert scale of 1 to 5. The data analysis technique uses multiple linear regression analysis via Statistical Product and Service Solutions (SPSS). Based on the research results, the variables of investment return and technological progress have a significant effect on students' investment interest. Meanwhile, the investment risk and minimum capital variables do not have a significant effect on students' investment interest.

Keywords: Investment Risk, Investment Return, Technological Progress, Minimum Capital, Student Investment Interest