

**PENGARUH MOTIVASI INVESTASI, PENGETAHUAN
INVESTASI, DAN *RISK PERCEPTION* TERHADAP
MINAT INVESTASI DI PASAR MODAL
BAGI GENERASI Z**

**(Survey pada Mahasiswa S1/D4 Akuntansi Angkatan 2020
PTN di Kota Bandar Lampung)**

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RINGKASAN

Investasi di pasar modal menjadi peranan penting dalam menentukan kemajuan ekonomi suatu negara. Namun, rasio investor terhadap jumlah penduduk Indonesia masih rendah. Generasi Z memiliki potensi besar sebagai investor baru di pasar modal yaitu mahasiswa. Minat mahasiswa ini dapat dipengaruhi oleh beberapa faktor, diantaranya motivasi investasi, pengetahuan investasi, dan *risk perception*. Tujuan penelitian ini untuk menguji pengaruh motivasi investasi, pengetahuan investasi, dan *risk perception* atas minat mahasiswa berinvestasi di pasar modal. Populasi penelitian ini adalah mahasiswa S1/D4 Akuntansi Angkatan 2020 Perguruan Tinggi Negeri di Kota Bandar Lampung. Teknik pengambilan sampel menggunakan rumus slovin dengan jumlah sampel sebanyak 96 responden. Data dikumpulkan melalui kuesioner. Data dianalisis dengan menggunakan *software* SPSS v26. Hasil penelitian menunjukkan bahwa motivasi investasi dan *risk perception* berpengaruh positif. Sedangkan pengetahuan investasi tidak berpengaruh terhadap minat investasi di pasar modal bagi generasi Z.

**THE EFFECT OF INVESTMENT MOTIVATION, INVESTMENT
KNOWLEDGE, AND RISK PERCEPTION ON INVESTMENT
INTEREST IN THE CAPITAL MARKET
FOR GENERATION Z**

**(Survey on S1 / D4 Accounting Students of State Class Of 2020
Universities In Bandar Lampung City)**

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ABSTRACT

Investment in capital market is an important role in determining a country's economic progress. However, the ratio of investors to the Indonesian population remains low. Generation Z has great potential as a new investor in the student capital market. These students' interests can be influenced by several factors, including investment motivation, investment knowledge, and risk perception. This study aims to test the influence of investment motivation, investment knowledge, and risk perception on the interest of students investing in the capital market. The research population is students of S1/D4 Army Accounting 2020 State College in Bandar Lampung City. The sampling technique used the Slovenian formula with a sample of 96 respondents. Data was collected through questionnaires. Data was analyzed using SPSS v26 software. The results show that investment motivation and risk perception are positive. While investment knowledge does not influence investment interests in the capital markets of Generation Z.

Keywords: Investment Motivation, Investment Knowledge, risk perception, investment interest