

**PENGARUH KEMAJUAN TEKNOLOGI, PENGETAHUAN INVESTASI,
DAN RISIKO INVESTASI TERHADAP MINAT INVESTASI
MAHASISWA DI PASAR MODAL**
(Studi Empiris Mahasiswa Akuntansi dan Manajemen Fakultas Ekonomi
dan Sosial Universitas Jenderal Achmad Yani Yogyakarta)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kemajuan teknologi, pengetahuan investasi, dan risiko investasi terhadap minat investasi mahasiswa di Pasar Modal. Metode pengambilan sampel menggunakan metode *Non-Probability Sampling* dengan teknik *Purposive Sampling*. Sampel yang digunakan pada penelitian ini adalah 40 Mahasiswa Akuntansi dan Manajemen angkatan 2020 dan angkatan 2021 Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta yang sudah menempuh mata kuliah Manajemen Investasi dan Pasar Modal dan Mahasiswa yang pernah mengikuti webinar atau seminar terkait investasi. Teknik pengumpulan data menggunakan kuesioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan software SPSS Versi 26. Data uji yang digunakan adalah uji hipotesis parsial (T), uji hipotesis simultan (F), dan koefisien determinasi (R²).

Hasil penelitian ini membuktikan bahwa secara parsial kemajuan teknologi, pengetahuan investasi, dan risiko investasi berpengaruh terhadap minat investasi mahasiswa di Pasar Modal. Hasil Uji F menunjukkan bahwa kemajuan teknologi, pengetahuan investasi, dan risiko investasi secara simultan berpengaruh terhadap minat investasi mahasiswa di Pasar Modal.

Kata kunci: Kemajuan teknologi, pengetahuan investasi, risiko investasi, minat investasi mahasiswa di Pasar Modal.

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***THE EFFECT OF TECHNOLOGY ADVANCES, INVESTMENT
KNOWLEDGE, AND INVESTMENT RISK ON STUDENT INVESTMENT
INTEREST IN THE CAPITAL MARKET***
**(Empirical research of Accounting and Management Students of the Faculty
of Economics and Social Jenderal Achmad Yani Yogyakarta University)**

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ABSTRACT

This study aims to determine the effect of technological advances, investment knowledge, and risk investment the interest of students investing in the capital market. The sampling method used in this study was the Non-Probability Sampling method with the Proposive Sampling technique. The sample used in this research is 40 accounting and management students in 2020 and 2021 Faculty of Economics and Social Jenderal Achmad Yani Yogyakarta University who have taken Investment Management and Capital Market courses and students who have attended webinars or seminars related to investment. Data collection techniques using a questionnaire. The data analysis method used is multiple linear regression analysis with the help of SPSS Version 26 software. The test data used are partial hypothesis testing (T), simultaneous hypothesis testing (F), and the coefficient of determination (R2).

The results of this study prove that partial technological progress, investment knowledge, and investment risk have an effect on students' interest in investing in the Capital Market. The results of the F test show that technological advances, investment knowledge, and investment risk simultaneously affect students' interest in investing in the Capital Market.

Keywords: *technological advances, investment knowledge, risk investment, student investment interest in the Capital Market.*

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