

**PENGARUH PENGETAHUAN INVESTASI, MODAL MINIMAL, DAN
EFIKASI KEUANGAN TERHADAP MINAT INVESTASI MAHASISWA
DI PASAR MODAL**

**(Studi Empiris Pada Mahasiswa Perguruan Tinggi Swasta di Kabupaten
Sleman)**

Devi Ambar Kusumawati¹, Gerlan Haha Nusa²

INTISARI

Rendahnya minat investasi di kalangan mahasiswa menjadi perhatian di tengah tingginya arus informasi dan kemudahan akses terhadap pasar modal. Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan investasi, modal minimal, dan efikasi keuangan terhadap minat investasi mahasiswa perguruan tinggi swasta di Kabupaten Sleman. Pendekatan kuantitatif digunakan dengan teknik regresi linear berganda untuk mengolah data dari 396 responden. Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh signifikan terhadap minat investasi. Modal minimal memiliki pengaruh paling dominan, diikuti oleh efikasi keuangan dan pengetahuan investasi. Temuan ini mengindikasikan bahwa tidak hanya pemahaman konseptual yang memengaruhi niat berinvestasi, tetapi juga aksesibilitas modal dan kepercayaan diri individu dalam mengelola keuangan. Dengan demikian, penguatan literasi keuangan harus disertai strategi penyediaan fasilitas investasi yang mudah dijangkau dan pengembangan kompetensi finansial mahasiswa. Penelitian ini memberikan kontribusi terhadap pengembangan kebijakan edukasi keuangan dan memberikan konfirmasi empiris atas *Theory of Planned Behavior* dalam konteks perilaku investasi mahasiswa.

Kata Kunci : *Efikasi Keuangan, Mahasiswa, Minat Investasi, Modal Minimal, Pengetahuan Investasi.*

¹ Mahasiswa Akuntansi (S1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Akuntansi (S1) Universitas Jenderal Achmad Yani Yogyakarta

**THE INFLUENCE OF INVESTMENT KNOWLEDGE, MINIMUM
CAPITAL, AND FINANCIAL SELF-EFFICACY ON STUDENTS'
INVESTMENT INTEREST IN THE CAPITAL MARKET**
*(Empirical Study on Students of Private Higher Education Institutions in
Sleman Regency)*

Devi Ambar Kusumawati¹, Gerlan Haha Nusa²

ABSTRACT

The low level of investment interest among university students has become a concern, despite the abundance of information and the ease of access to the capital market. This study aims to examine the influence of investment knowledge, minimal capital, and financial self-efficacy on the investment interest of students enrolled in private universities in Sleman Regency. A quantitative approach was employed, using multiple linear regression analysis to process data collected from 396 respondents. The results indicate that all three independent variables have a positive and significant effect on investment interest. Among them, minimal capital exerts the strongest influence, followed by financial self-efficacy and investment knowledge. These findings suggest that investment intention is not solely shaped by conceptual understanding, but also by the accessibility of capital and individuals' confidence in managing their finances. Therefore, efforts to improve financial literacy must be accompanied by strategies that provide accessible investment facilities and enhance students' financial capabilities. This study contributes to the development of financial education policies and offers empirical support for the Theory of Planned Behavior in the context of student investment behavior.

Keywords: *Financial Self-Efficacy, Investment Interest, Investment Knowledge, Minimal Capital*

¹ Mahasiswa Akuntansi (S1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Akuntansi (S1) Universitas Jenderal Achmad Yani Yogyakarta