

## ABSTRAK

# ANALISIS PENGARUH PENGETAHUAN DASAR INVESTASI, KEMAJUAN TEKNOLOGI FINANSIAL DAN MEDIA SOSIAL TERHADAP MINAT INVESTASI SAHAM DI PASAR MODAL (Studi Kasus Pada Mahasiswa Akuntansi Universitas Sanata Dharma dan Universitas Atma Jaya Yogyakarta)

Johanes Gatot Widiatmoko

NIM: 202114009

Universitas Sanata Dharma Yogyakarta

2024

Investasi merupakan cara untuk mencapai kemandirian finansial dengan menanamkan modal demi mendapatkan keuntungan di masa depan. Salah satu jenis instrument investasi yang diminati oleh generasi milenial yakni saham, dikarenakan memiliki tingkat fluktuasi yang tinggi. Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan dasar investasi, kemajuan teknologi finansial dan media sosial terhadap minat investasi saham di pasar modal mahasiswa akuntansi di Universitas Sanata Dharma dan Universitas Atma Jaya Yogyakarta angkatan tahun 2021.

Penelitian ini merupakan studi kasus dengan pendekatan kuantitatif, menggunakan metode purposive sampling dengan sampel sebanyak 65 responden. Responden terdiri dari mahasiswa Program Studi Akuntansi Universitas Sanata Dharma dan Universitas Atma Jaya Yogyakarta angkatan 2021 yang telah mengambil mata kuliah teori portofolio dan analisis investasi dan terdapat postingan dan konten tentang investasi di media sosial mereka. Data dikumpulkan melalui kuesioner yang disebarakan menggunakan Google Form. Teknik analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa variabel pengetahuan dasar investasi dan kemajuan teknologi finansial tidak berpengaruh terhadap variabel dependen minat investasi saham di pasar modal. Dan variabel media sosial berpengaruh positif terhadap variabel minat investasi saham di pasar modal.

**Kata kunci:** Investasi, Kemandirian Finansial, Saham, Generasi Milenial, Pengetahuan Dasar Investasi, Kemajuan Teknologi Finansial, Media Sosial, Minat Investasi, Mahasiswa Akuntansi,

**ABSTRACT**

***ANALYSIS OF THE INFLUENCE OF BASIC INVESTMENT KNOWLEDGE, FINANCIAL TECHNOLOGY ADVANCEMENT, AND SOCIAL MEDIA ON INTEREST IN STOCK MARKET INVESTMENT***

*(Case Study on Accounting Students at Sanata Dharma University and Atma Jaya University Yogyakarta)*

Johanes Gatot Widiatmoko

NIM: 202114009

Sanata Dharma University Yogyakarta

2024

*Investment is a way to achieve financial independence by investing capital to gain future profits. One of the investment instruments favored by the millennial generation is stocks due to their high level of fluctuation. This study aims to determine the influence of basic investment knowledge, financial technology advancement, and social media on the interest in stock market investment among accounting students at Sanata Dharma University and Atma Jaya University Yogyakarta, class of 2021.*

*This research is a case study with a quantitative approach, using purposive sampling method with a sample of 65 respondents. Respondents consist of students from the Accounting Study Program at Sanata Dharma University and Atma Jaya University Yogyakarta, class of 2021, who have taken the portfolio theory and investment analysis course and have posts and content about investments on their social media. Data were collected through a questionnaire distributed via Google Forms. The data analysis technique used is multiple linear regression analysis.*

*The results of the study show that the variables of basic investment knowledge and financial technology advancement do not have an influence on the dependent variable of interest in stock market investment. However, the social media variable has a positive influence on the variable of interest in stock market investment.*

*Keywords: Investment, Financial Independence, Stocks, Millennial Generation, Basic Investment Knowledge, Financial Technology Advancement, Social Media, Investment Interest, Accounting Students.*