

**PENGARUH PENGETAHUAN INVESTASI DAN PELATIHAN PASAR
MODAL TERHADAP MINAT BERINVESTASI PADA MAHASISWA
PROGRAM STUDI AKUNTANSI**

**(STUDI KASUS PADA MAHASISWA PROGRAM STUDI AKUNTANSI
UNIVERSITAS MERCU BUANA YOGYAKARTA)**

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ABSTRAK

Tujuan Penelitian ini adalah untuk mengetahui pengaruh Pengetahuan Investasi dan Pelatihan Pasar Modal terhadap Minat Berinvestasi Mahasiswa di Universitas Mercu Buana Yogyakarta. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan asosiatif. Teknik pengambilan sampel menggunakan rumus slovin. Hasil uji kualitas data menyatakan data valid dan reliabel. Analisis data yang digunakan adalah metode analisis regresi linier berganda. Hasil uji t (uji hipotesis) menunjukkan bahwa Pengetahuan Investasi dan Pelatihan Pasar Modal berpengaruh terhadap Minat Berinvestasi Mahasiswa di Universitas Mercubuana Yogyakarta.

Kata Kunci: *Pengetahuan Investasi, Pelatihan Pasar Modal, Minat Investasi*

***THE EFFECT OF INVESTMENT KNOWLEDGE AND CAPITAL MARKET TRAINING ON INVESTMENT INTEREST IN ACCOUNTING STUDENTS
(CASE STUDY ON ACCOUNTING STUDENTS OF THE UNIVERSITY OF MERCU BUANA YOGYAKARTA)***

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ABSTRACT

The purpose of this study was to determine the effect of Investment Knowledge and Capital Market Training on Student Investment Interest at Mercu Buana University Yogyakarta. This type of research is quantitative research with an associative approach. The sampling technique used the slovin formula. The results of the data quality test stated that the data was valid and reliable. Analysis of the data used is the method of multiple linear regression analysis. The results of the t-test (hypothesis test) show that Investment Knowledge and Capital Market Training have an effect on Student Interest in Investment at Mercubuana University, Yogyakarta.

Keywords : *Investment Knowledge, Capital Market Training, Investment Interest*