

ABSTRAK

Erikson, Nim. 7161143011. Pengaruh Mata Kuliah Pasar Modal dan Persepsi Resiko Terhadap Minat Berinvestasi Mahasiswa Program Studi Pendidikan Bisnis 2016 Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Ekonomi Program Studi Pendidikan Bisnis, Fakultas Ekonomi Universitas Negeri Medan.

Permasalahan dalam penelitian ini adalah rendahnya minat berinvestasi mahasiswa Program Studi Pendidikan Bisnis 2016. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Mata Kuliah Pasar Modal dan Persepsi Resiko Terhadap Minat Berinvestasi Mahasiswa.

Penelitian ini dilakukan di Program Studi Pendidikan Bisnis Fakultas Ekonomi Universitas Negeri Medan, Jalan Willièm Iskandar Pasar V Medan. Populasi dalam penelitian ini adalah semua mahasiswa Program Studi Pendidikan Bisnis Angkatan 2016 yang berjumlah 96 orang mahasiswa. Teknik pengambilan sampel dilakukan dengan teknik *total sampling* sehingga diperoleh jumlah sampel sebanyak 96 orang mahasiswa. Teknik pengumpulan data dilakukan dengan dokumentasi dan penyebaran angket kepada responden. Teknik analisis data penelitian dilakukan dengan uji normalitas, uji linearitas, uji multikolonieritas, analisis regresi linier berganda, koefisien determinasi, uji t dan uji f dengan menggunakan aplikasi *software* SPSS 20.

Hasil perhitungan regresi linier berganda diperoleh persamaan $Y = 56,769 + 0,663 X_1 - 0,316 X_2$. Hasil uji t menunjukkan ada pengaruh positif dan signifikan antara mata kuliah pasar modal terhadap minat berinvestasi mahasiswa dengan $t_{hitung} > t_{tabel}$ ($7,332 > 1,661$) dan nilai signifikan $0,000 < 0,05$. Hasil uji t juga menunjukkan ada pengaruh negatif dan signifikan antara persepsi resiko terhadap minat berinvestasi mahasiswa dengan $t_{hitung} > t_{tabel}$ ($-2,027 > 1,661$) dan nilai signifikan $0,046 < 0,05$. Hasil uji F menunjukkan ada pengaruh positif dan signifikan antara mata kuliah pasar modal dan persepsi resiko terhadap minat berinvestasi mahasiswa dengan $F_{hitung} > F_{tabel}$ ($53,890 > 3,09$) dengan nilai signifikan adalah $0,000 < 0,05$. Hasil uji koefisien determinasi menunjukkan variabel mata kuliah pasar modal dan persepsi resiko mempunyai kontribusi sebesar 53,7% terhadap minat berinvestasi mahasiswa.

Dengan demikian dapat disimpulkan bahwa terdapat pengaruh yang positif dan signifikan antara Mata Kuliah Pasar Modal dan Persepsi Resiko terhadap Minat Berinvestasi Mahasiswa Pendidikan Bisnis 2016 Fakultas Ekonomi Universitas Negeri Medan.

Kata Kunci : Mata Kuliah Pasar Modal, Persepsi Resiko dan Minat Berinvestasi

ABSTRACT

Erikson, Nim. 7161143011. Effect of Capital Market Subjects and Risk Perceptions of Interest in Investing 2016 Education Student Study Programs Faculty of Economics, State University of Medan. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics , State University of Medan.

The problem in this study is the low investment interest of students in the 2016 Business Education Study Program. This study aims to find out how much influence the Capital Market Subjects and Risk Perceptions have on Student Investment Interest.

This research was conducted at the Business Education Study Program Faculty of Economics, State University of Medan, Williem Iskandar Street Pasar V Medan. The population in this study was all 2016 Business Education Study Program students, amounting to 96 students. The sampling technique is done by total sampling technique so that the total sample of 96 students is obtained. Data collection techniques were carried out with documentation and questionnaire distribution to respondents. The data analysis technique of the research was carried out by normality test, linearity test, multicollinearity test, multiple linear regression analysis, coefficient of determination, t test and f test using the SPSS 20 software application.

The results of the calculation of multiple linear regression obtained equation $Y = 56.769 + 0.663 X_1 - 0.316 X_2$. The t test results showed that there was a positive and significant effect between capital market subjects on students' interest in investing with $t_{count} > t_{table}$ (7,332 > 1,661) and a significant value of $0,000 < 0,05$. The t-test results also showed that there was a negative and significant effect between risk perception on students' investment interest with $t_{count} > t_{table}$ (-2.027 > 1.661) and a significant value of $0,046 < 0,05$. F test results showed that there was a positive and significant effect between capital market subjects and risk perceptions of students' investment interests with $F_{count} > F_{table}$ (53,890 > 3.09) with a significant value of $0,000 < 0,05$. The results of the coefficient of determination test show that capital market subject variables and risk perception have a contribution of 53.7% to students interest in investing.

Thus it can be concluded that there is a positive and significant influence between the Capital Market Subjects and Risk Perceptions of Interest in Investing 2016 Business Education Students at the Faculty of Economics, State University of Medan.

Keywords : Capital Market Subjects, Risk Perceptions and Interest in Investing