

## **ABSTRACT**

*This study aims to determine the effect of investment motivation, minimal investment capital, and investment knowledge on investment interests. This research was conducted on students who participated in the Yuk Nabung Saham 2017 competition registered in the campus Investment Gallery at four universities in East Java. This study used a mixed methods approach with sequential explanatory design. From the results of purposive sampling, a sample of 396 students was obtained and 128 questionnaires were returned and could be processed. Data analysis techniques used in this study are multiple linear regression analysis techniques and interviews. Based on the results of mixed methods analysis, it can be concluded that the variables of investment motivation and investment knowledge have an effect on student investment interest while the variable investment capital has no effect.*

**Keywords:** *motivation, minimal investment capital, knowledge, and investment interests*

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Penelitian ini bertujuan untuk mengetahui pengaruh motivasi investasi, modal investasi minimal, dan pengetahuan investasi terhadap minat investasi. Penelitian ini dilakukan pada mahasiswa yang mengikuti kompetisi Yuk Nabung Saham 2017 yang terdaftar di Galeri Investasi kampus di empat perguruan tinggi di Jawa Timur. Penelitian ini menggunakan pendekatan mixed methods dengan desain sequential explanatory. Dari hasil *purposive sampling* diperoleh sampel sebesar 396 mahasiswa dan sebesar 128 kuesioner yang kembali dan dapat diolah. Teknik analisis data yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda dan wawancara. Berdasarkan hasil analisa mixed methods dapat diambil simpulan bahwa variabel motivasi investasi dan pengetahuan investasi berpengaruh terhadap minat investasi mahasiswa sedangkan variabel modal investasi minimal tidak berpengaruh.

**Kata kunci: motivasi, modal investasi minimal, pengetahuan, dan minat investasi**