

ABSTRACT

Investment is an effort to invest or fund in the hope of providing benefits in the future. This research will explain about investment knowledge and investment motivation towards investment interest. The object of this research is students from all universities in Indonesia. The reason students become objects in this study is because students are one of the right targets to become investors. Investment knowledge is one of the important things as basic knowledge that must be possessed by investors to be able to determine the type of investment chosen, risk and return, and avoid fraud or just joining in. Investment motivation is a desire and drive that arises in a person for an action related to investment. Investment interest arises because of an impulse or factor within a person so that these goals can be achieved.

In this study, the sample data used were primary data by making several questions via google form. The distribution of questionnaires was carried out through Facebook, WhatsApp, Telegram, Twitter, and Instagram. The amount of data collected is 400 respondents who are active students and are active in stock investment. The characteristics in this study include age, gender, university origin, class, and length of time being an investor.

This study aims to determine whether investment knowledge has an influence on interest in stock investment in students. investment motivation has an influence on interest in stock investment in students. Investment knowledge and investment motivation have an influence on interest in stock investment in students.

Based on the results of the research that has been done, it shows that investment knowledge has a significant effect on investment interest with a p-value of $0.000 < 0.05$ ($\alpha=5\%$). Investment motivation has a significant effect on investment interest with a p-value of $0.000 < 0.05$ ($\alpha=5\%$). Investment knowledge and investment motivation have a significant effect on investment interest with a p-value of $0.000 < 0.05$ ($\alpha=5\%$).

The results of this study are expected to help investors among students and potential new investors as learning material when investing in stocks. And can help to be able to grow interest in investing in stocks in students.

Keywords: investment knowledge, investment motivation and investment interest.