

ABSTRAK

Judul Skripsi : “Analisis Faktor-faktor yang Mempengaruhi Minat Investasi Individu di Pasar Modal Saham di Tengah Pandemi Covid-19”.

Nama : Juri Pelawi

Program Studi : S-1 Akuntansi

Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi minat investasi individu di pasar modal saham di tengah pandemi Covid-19. Variabel bebas dalam penelitian ini adalah persepsi risiko, *financial literacy*, dan *return* investasi dan minat investasi sebagai variabel terikat. Populasi dari penelitian ini adalah masyarakat DKI Jakarta. Teknik pengumpulan sampel menggunakan purposive sampling dengan menetapkan kriteria. Teknik pengumpulan data dilakukan dengan menggunakan kuesioner. Jumlah responden dalam penelitian ini sebanyak 125 orang. Analisis data dalam penelitian ini menggunakan program SPSS (*Statistical Package for the Social Science*). Uji Instrumen penelitian dilakukan dengan uji reliabilitas dan uji validitas. Teknik analisis data dalam penelitian ini adalah dengan menggunakan analisis regresi linier berganda. Uji prasyarat analisis regresi linier berganda dilakukan uji asumsi klasik yang terdiri dari uji normalitas data, uji linieritas, uji multikolinearitas, uji heteroskedastisitas. Hasil penelitian menunjukkan bahwa secara parsial persepsi risiko tidak berpengaruh terhadap minat investasi individu di pasar modal saham di tengah pandemi Covid-19. Sedangkan, variabel *financial literacy* dan *return* investasi masing-masing punya pengaruh positif terhadap minat investasi individu di pasar modal saham di tengah pandemi covid-19. Secara simultan variabel persepsi risiko, *financial literacy*, dan *return* investasi berpengaruh terhadap minat investasi individu di pasar modal saham di tengah pandemi Covid-19.

Kata Kunci : Persepsi Risiko, *financial literacy*, *return* investasi, Minat Investasi Individu

ABSTRACT

Title : “Factors Analysis that Affect the Interest of Individual Investment in Stock Market during Covid-19 Pandemic”.
Name : Juri Pelawi
Study Program : Bachelor of Accounting

The purpose of this research is to know the factors that affect the interest of individual investment in the stock market amid the Covid-19 pandemic. The dependent variable used in this research is investment interest and the independent variables used are risk perceived, financial literacy, and investment return. The research population is the society of DKI Jakarta with purposive sampling using to set criteria to determine the sample. Data from respondents was collected by using a questionnaire. The sample size in this research is 125. Statistical Package for the Social Science Program (SPSS) was used to analyze data. The data analyzing method used is multiple regression analysis. The precondition test used in this research are the research instrument and classical assumption test. Instrument research test consists of validity and reliability test. Classical assumption test consists of normality, linearity, multicollinearity, and heteroskedasticity test.

The result in this research shows that perceived risk doesn't affect the interest of individual investment in the stock market during Covid-19 pandemic. Unlike, financial literacy and return investment partially affect the interest of individual investment in the stock market during the Covid-19 pandemic. Simultaneously, perceived risk, financial literacy, and return investment affect the interest of individual investment in the stock market during the Covid-19 pandemic.

Key Words: Perceived risk, financial literacy, Investment return, Interest of individual investment