

**PENGARUH PENGETAHUAN INVESTASI, EKSPEKTASI RETURN,
DAN PERSEPSI RESIKO TERHADAP MINAT INVESTASI PASAR
MODAL DI MASA PANDEMI COVID – 19**

(Studi Kasus Pada Investor Saham Phintraco Sekuritas Branch Yogyakarta)

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ABSTRAKSI

Penelitian ini digunakan untuk menguji dan mengetahui seberapa besar pengaruh pengetahuan investasi, *ekspektasi return*, dan persepsi resiko terhadap minat investasi pasar modal di masa pandemi covid 19. Penelitian ini dilatarbelakangi oleh munculnya pandemi covid-19 yang kian merajalela serta perkembangan teknologi dan pengaruhnya terhadap minat investasi di pasar modal. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif verifikatif serta menggunakan teknik analisis data berganda melalui analisis regresi. Data dikumpulkan melalui kuesioner. Sampel yang digunakan sejumlah 100 responden yang berinvestasi di pasar modal melalui Phintraco Sekuritas Branch Yogyakarta. Hasil pengujian yang dilakukan dalam penelitian ini menyatakan bahwa variabel pengetahuan investasi secara parsial berpengaruh signifikan terhadap minat beli investasi, variabel *ekspektasi return* secara parsial berpengaruh signifikan terhadap minat investasi pasar modal, variabel persepsi resiko secara parsial berpengaruh signifikan terhadap minat investasi pasar modal. Serta variabel pengetahuan investasi, *ekspektasi return*, dan persepsi resiko secara simultan berpengaruh signifikan terhadap minat investasi pasar modal.

Kata kunci: Pengetahuan Investasi, Ekspektasi Return, Persepsi Resiko, Minat Investasi

**THE EFFECT OF INVESTMENT KNOWLEDGE, RETURN
EXPECTATIONS, AND RISK PERCEPTIONS ON CAPITAL MARKET
INVESTMENT INTEREST IN THE COVID-19 PANDEMIC**

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ABSTRACTION

This study was used to test and find out how much influence investment knowledge, return expectations, and risk perceptions have on investment interest in the capital market during the covid 19 pandemic. in the capital market. This study uses a quantitative approach with descriptive verification type and uses multiple data analysis techniques through regression analysis. Data were collected through a questionnaire. The sample used is 100 respondents who invest in the capital market through Phintraco Sekuritas Branch Yogyakarta. The results of the tests carried out in this study state that the investment knowledge variable partially has a significant effect on investment buying interest, the return expectation variable partially has a significant effect on capital market investment interest, the risk perception variable partially has a significant effect on capital market investment interest. And the variables of investment knowledge, expected return, and risk perception simultaneously have a significant effect on interest in capital market investment..

Keywords: Investment Knowledge, Expected Return, Risk Perception, Investment Interest