

ABSTRACT

***THE INFLUENCE OF INVESTMENT KNOWLEDGE, INVESTMENT
MINIMUM CAPITAL, RISK PERCEPTION, AND HERDING ON
INVESTMENT DECISIONS IN THE CAPITAL MARKET***

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This research is based on the phenomenon of increasing the number of stock investors in the capital market but the activeness of investors in transactions is still low. The objective of the research to analyze the factor that influence investors investment decisions in the capital market. This research uses a survey approach methode quantitative. Technique used purposive sampling. The analytical tool used in this research is multiple linier regression. The survey result of 150 respondens found that investment knowledge, investment minimum capital, and herding has a positive effect on investement decisions in the capital market. Meanwhile, risk perception has no effect on investment in the capital market.

Keyword: *Investment Knowledge, Investment Minimum Capital, Risk Perception, Herding, Investement Decisions*

ABSTRAK

PENGARUH PENGETAHUAN INVESTASI, MODAL MINIMAL INVESTASI, PERSEPSI RISIKO, DAN *HERDING* TERHADAP KEPUTUSAN INVESTASI DI PASAR MODAL

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Penelitian ini didasari fenomena peningkatan jumlah investor saham di pasar modal namun keaktifan investor dalam bertransaksi masih rendah. Tujuan penelitian ini adalah menganalisis faktor-faktor yang diduga mempengaruhi keputusan investasi investor di pasar modal. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif. Teknik yang digunakan yaitu *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil survei dari 150 responden didapatkan bahwa: pengetahuan investasi, modal minimal investasi, dan *herding* berpengaruh terhadap keputusan investasi di pasar modal. Sedangkan persepsi risiko tidak berpengaruh terhadap keputusan investasi di pasar modal.

Kata Kunci: Pengaruh Pengetahuan Investasi, Modal Minimal Investasi, Persepsi Risiko, *Herding*, Keputusan Investasi Di Pasar Modal