

ABSTRACT

**ANALYSIS OF FACTORS THAT INFLUENCE INTEREST IN INVESTING
IN ONLINE MUTUAL FUNDS ON THE BIBIT APPLICATION
(Survey on Active Students of the Faculty of Economics and Business Siliwangi
University 2025)**

By:
Rizaldy Nursyamsuri
NPM. 183401148

Guide By:
Nanang Rusliana
Jumri

This study aims to find out and analyze the factors of investment knowledge, capital, security, and ease of use toward the interest in investing in online mutual funds through the Bibit application. The research survey was conducted on active undergraduate students of the Faculty of Economics and Business at Siliwangi University in the academic year 2025, with a total population of 4,469 students and 150 students selected as the sample using purposive sampling technique. The research method used is multiple linear regression analysis, and the data were obtained through questionnaires using a Likert scale. The result of this study shows that partially, investment knowledge, capital, security, and ease have a positive and significant effect on the interest in investing in online mutual funds through the Bibit application. Moreover, investment knowledge, capital, security, and ease simultaneously have a significant effect on the investment interest in the Bibit application.

Keywords: investment knowledge, capital, security, ease, interest in online mutual fund investment