

## ABSTRAK

DARTI, 2024: Pengaruh Motivasi Investasi, Pengetahuan Investasi, Dan Kemajuan Teknologi Terhadap Minat Investasi Di Pasar Modal Pada Masyarakat Kota Tanjungpinang

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Penelitian ini bertujuan untuk mengetahui pengaruh Motivasi Investasi, Pengetahuan Investasi, dan Kemajuan Teknologi terhadap minat investasi dipasar modal pada masyarakat kota Tanjungpinang. Teknik yang digunakan untuk penarikan sampel yaitu *purposive sampling*, hanya mengambil sampel 100 responden. Jenis penelitian ini adalah penelitian kuantitatif yang diolah dengan menggunakan SPSS versi 26. Data analisis menggunakan analisis regresi liner berganda, termasuk uji t, uji F dan uji koefisien determinasi. Hasil penelitian ini menunjukkan bahwa secara parsialvariabel Motivasi Investasi (X1), Pengetahuan Investasi (X2), dan Kemajuan Teknologi (X3) berpengaruh terhadap Minat Investasi (Y). Hasil uji F diperoleh nilai  $F_{hitung}$  37,408 dengan nilai  $F_{tabel}$  2,70 mengidentifikasi variabel Motivasi Investasi (X1), Pengetahuan Investasi (X2), dan Kemajuan Teknologi (X3) berpengaruh terhadap Minat Investasi (Y). Berdasarkan uji koefisien determinasi menunjukkan 52,5% variabel Minat Investasi (Y) dipengaruhi oleh variabel Motivasi Investasi (X1), Pengetahuan Investasi (X2), dan Kemajuan Teknologi (X3). Sedangkan sisa 47,5% pengaruhi variabel tambahan yang tidak termasuk dalam penelitian ini

**Kata Kunci:** Motivasi Investasi, Pengetahuan Investasi, Kemajuan Teknologi, Minat Investasi, Dan Pasar Modal

## ABSTRACT

DARTI, 2024: *The Influence of Investment Motivation, Investment Knowledge, and Technological Progress on Investment Interest in the Capital Market in the People of Tanjungpinang City*

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*This research aims to determine the influence of Investment Motivation, Investment Knowledge and Technological Progress on investment interest in the capital market among the people of Tanjungpinang city. The technique used for sampling was purposive sampling, only taking a sample of 100 respondents. This type of research is quantitative research which was processed using SPSS version 26. Data analysis used multiple linear regression analysis, including the t test, F test and coefficient of determination test. The results of this research show that partially the variables Investment Motivation (X1), Investment Knowledge (X2), and Technological Progress (X3) influence Investment Interest (Y). The results of the F test obtained an Fcount value of 37.408 with an Ftable value of 2.70 identifying that the variables Investment Motivation (X1), Investment Knowledge (X2), and Technological Progress (X3) have an influence on Investment Interest (Y). Based on the coefficient of determination test, it shows that 52.5% of the Investment Interest variable (Y) is influenced by the Investment Motivation (X1), Investment Knowledge (X2) and Technological Progress (X3) variables. Meanwhile, the remaining 47.5% is influenced by additional variables not included in this study*

**Keywords:** *Investment Motivation, Investment Knowledge, Technological Progres. And Investment Interest*