

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh pelatihan pasar modal, pengetahuan investasi dan love of money terhadap minat berinvestasi di pasar modal. Data yang digunakan dalam penelitian adalah data primer yang diperoleh melalui penyebaran kuesioner pada mahasiswa di kota Bandar Lampung. Sampel penelitian ini sebanyak 205 responden yang diambil dengan teknik purposive sampling. Metode analisis menggunakan regresi linear berganda. Hasil pengujian menunjukkan bahwa pelatihan pasar modal dan pengetahuan investasi berpengaruh positif terhadap minat berinvestasi di pasar modal. Sedangkan love of money tidak berpengaruh terhadap minat berinvestasi di pasar modal.

**Kata Kunci:** Pasar Modal; Investasi; Love of Money.

## **ABSTRACT**

This research aims to examine the influence of capital market training, investment knowledge and love of money on interest in investing in the capital market. This research uses primary data obtained through distributing questionnaires to faculty of economics and business students in the city of Bandar Lampung. The sample for this research was 205 respondents taken using the Purposive Sampling technique. The analysis method uses multiple linear regression. The test results show that capital market training and investment knowledge have a positive effect on interest in investing in the capital market. Meanwhile, love of money has no effect on interest in investing in the capital market.

**Keywords:** Capital market; Investment; Love of Money.