

ABSTRAK

Penelitian ini bertujuan untuk mengetahui serta menganalisis pengaruh antara faktor demografi, persepsi *return* dan persepsi risiko terhadap minat investasi masyarakat desa Cibalongsari Klari Karawang. Jenis penelitian ini menggunakan deskriptif kuantitatif dengan sampel sebanyak 123 responden. Teknik pengambilan sampel yang digunakan yaitu teknik sampling atau *purposive sampling* dari masyarakat yang memiliki akun aplikasi Bibit dan belum memulai investasi. Metode penelitian yang digunakan menggunakan analisis regresi berganda dengan bantuan program SPSS versi 26. Data hasil penelitian dianalisis dengan teknik uji asumsi klasik, uji regresi linier berganda, uji t, uji f dan koefisien determinasi. Hasil penelitian ini menunjukkan bahwa : (1) Faktor Demografi berpengaruh negatif signifikan terhadap Minat Investasi, (2) Persepsi *Return* berpengaruh positif signifikan terhadap Minat Investasi, (3) Persepsi Risiko berpengaruh positif signifikan terhadap Minat Investasi, (4) Faktor Demografi, Persepsi *Return* dan Persepsi Risiko secara simultan berpengaruh terhadap Minat Investasi.

Kata Kunci : Faktor Demografi, Persepsi *Return*, Persepsi Risiko dan Minat Investasi



ABSTRACT

This study aims to determine and analyze the influence of demographic factors, returns perceptions and risks perceptions on the investment interest of the people of Cibalongsari Klari Karawang village. This type of research uses a quantitative descriptive with a sample of 123 respondents. The sampling technique used is the sampling technique or purposive sampling from people who have Bibit application accounts and have not yet started investing. The research method used was multiple regression analysis with the help of SPSS version 26 program. Research data were analyzed using classical assumption test techniques, multiple linear regression tests, t tests, f tests and the coefficient of determination. The results of this study indicate that : (1) Demographic factors have a significant negative effect on Investment Interest,

(2) Return perception has a significant positive effect on Investment Interest, (3) Risk perceptions has a significant positive effect on Investment Interest, (4) Demographic Factors, perception return and risk perception simultaneously influence Investment Interest.

Keywords: Demographic Factors, Return Perception, Risk Perception and Investment Interest

