

ABSTRACT

This research is a quantitative study that aims to determine the effect of investment knowledge, minimum capital, technological developments, and perceived returns on interest in investing in stocks in the Islamic capital market in Diponegoro University students. Methods of data collection is done through a questionnaire. The population in this study were Diponegoro University students who had an interest in stock investment in the Islamic capital market, totaling 170 students.

The results showed that partially the variables of investment knowledge, minimum capital, technological developments, and perceived return had a positive and significant effect on UNDIP students' interest in investing in stocks in the Islamic capital market. Simultaneously the variables of investment knowledge, minimum capital, technological development, and perceived return have a positive and significant effect. The results of the coefficient of determination show that investment knowledge, minimum capital, technological developments, and perceived returns have an effect of 84.4%. The rest comes from other variables outside the model.

Keywords : Investment Interest, Investment Knowledge, Minimum Capital, Technological Development, Perceived Return, Diponegoro University Students