

ABSTRAC

This research aims to determine the effect of minimum capital investment knowledge on investment decisions in the capital market with the family environment moderating variable among Jambi University Capital Market Study Group (KSPM) students for the 2023-2024 period.

This research is survey research. In this research, there were KSPM Jambi University students for the 2023-2024 period with a sample of 52 people/members. The research data collection technique was carried out through questionnaires. The data obtained was analyzed using the PLS (Partial Least Square) analysis technique via SmartPLS 4 software.

The results of this research show that Investment Knowledge influences Investment Decisions in the Capital Market, Minimum Investment Capital influences Investment Decisions in the Capital Market, Family Environment influences Investment Decisions in the Capital Market, Family Environment moderates the relationship between Investment Knowledge influences Investment Decisions in the Market Capital, Family Environment moderate the relationship between Minimum Investment Capital and influence Investment Decisions in the Capital Market among Jambi University Capital Market Study Group (KSPM) Students for the 2023-2024 period.

Keywords: Investment knowledge, Minimum Investment Capital, Family Environment Investment Decisions.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Pengetahuan Investasi Modal Minimal Investasi terhadap Keputusan Investasi di Pasar Modal dengan Variabel Moderasi Lingkungan Keluarga pada Mahasiswa Kelompok Studi Pasar Modal (KSPM) Universitas Jambi Periode 2023-2024.

Penelitian ini merupakan penelitian survey. Dalam penelitian ini adalah Mahasiswa KSPM Universitas Jambi periode 2023-2024 dengan sampel sebanyak 52 orang/anggota. Teknik pengumpulan data penelitian dilakukan melalui kuesioner. Data yang diperoleh di analisis dengan menggunakan teknik analisis PLS (*Partial Least Square*) melalui *software SmartPLS 4*.

Hasil penelitian ini menunjukkan bahwa Pengetahuan Investasi berpengaruh terhadap Keputusan Investasi di Pasar Modal, , Modal Minimal Investasi berpengaruh terhadap Keputusan investasi di Pasar Modal, Lingkungan Keluarga berpengaruh terhadap Keputusan Investasi di Pasar Modal, Lingkungan Keluarga memoderasi hubungan antara Pengetahuan Investasi berpengaruh terhadap Keputusan Investasi di Pasar Modal, Lingkungan Keluarga memoderasi hubungan antara Modal Minimal Investasi berpengaruh terhadap Keputusan Investasi di Pasar Modal pada Mahasiswa Kelompok Studi Pasar Modal (KSPM) Universitas Jambi periode 2023-2024.

Kata Kunci: Pengetahuan investasi, Modal Minimal Investasi, Keputusan Investasi Lingkungan Keluarga.