

ABSTRAK

PENGARUH *INFLUENCER MARKETING*, *SELF MOTIVATION*, DAN *INVESTMENT KNOWLEDGE* TERHADAP PENGAMBILAN KEPUTUSAN INVESTASI SAHAM MELALUI MINAT BERINVESTASI SEBAGAI VARIABEL INTERVENING

(Studi kasus mahasiswa Universitas Siliwangi)

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh *Influencer Marketing*, *Self Motivation*, dan *Investment Knowledge* terhadap Minat Berinvestasi saham mahasiswa Universitas Siliwangi. (2) pengaruh *Influencer Marketing*, *Self Motivation*, dan *Investment Knowledge* terhadap Pengambilan Keputusan Investasi Saham mahasiswa Universitas Siliwangi. (3) pengaruh Minat Berinvestasi terhadap Pengambilan Keputusan Investasi Saham mahasiswa Universitas Siliwangi. (4) pengaruh *Influencer Marketing*, *Self Motivation*, dan *Investment Knowledge* terhadap Pengambilan Keputusan Investasi Saham melalui Minat Berinvestasi mahasiswa Universitas Siliwangi. Penelitian ini menggunakan sampel sebanyak 125 orang. Penelitian ini berjenis kuantitatif dengan pendekatan deskriptif, menggunakan data primer serta menggunakan teknik analisis *partial least square – structural equation model* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa : (1) terdapat pengaruh positif signifikan antara *Self Motivation*, dan *Investment Knowledge* terhadap Minat Berinvestasi saham mahasiswa Universitas Siliwangi, namun *Influencer Marketing* tidak berpengaruh secara signifikan. (2) terdapat pengaruh positif signifikan antara *Influencer Marketing*, *Self Motivation*, dan *Investment Knowledge* terhadap Pengambilan Keputusan Investasi Saham mahasiswa Universitas Siliwangi. (3) terdapat pengaruh positif signifikan antara Minat Berinvestasi terhadap Pengambilan Keputusan Investasi Saham mahasiswa Universitas Siliwangi. (4) terdapat pengaruh positif signifikan antara *Self Motivation*, dan *Investment Knowledge* terhadap Pengambilan Keputusan Investasi Saham melalui Minat Berinvestasi mahasiswa Universitas Siliwangi, namun *Influencer Marketing* tidak berpengaruh secara signifikan.

Kata Kunci : *Influencer Marketing*, *Self Motivation*, *Investment Knowledge*, Minat Berinvestasi dan Pengambilan Keputusan Investasi Saham.

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING, SELF MOTIVATION, AND INVESTMENT KNOWLEDGE ON STOCK INVESTMENT DECISION MAKING THROUGH INVESTMENT INTEREST AS AN INTERVENING VARIABLE

(Case study of Siliwangi University students)

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The purpose of this research is to analyze: (1) the influence of Influencer Marketing, Self Motivation, and Investment Knowledge on Interest in Investing in Siliwangi University students' stocks. (2) the influence of Influencer Marketing, Self Motivation, and Investment Knowledge on Stock Investment Decision Making for Siliwangi University students. (3) the effect of interest in investing on stock investment decision making for Siliwangi University students. (4) the influence of Influencer Marketing, Self Motivation, and Investment Knowledge on Stock Investment Decision Making through Interest in Investing at Siliwangi University students. This study used a sample of 125 people. This research is of a quantitative type with a descriptive approach, using primary data and using the partial least square analysis technique – structural equation model (PLS-SEM). The results of this study indicate that: (1) there is a significant positive effect between Self Motivation and Investment Knowledge on Interest in Investing in Siliwangi University student stocks, but Influencer Marketing has no significant effect. (2) there is a significant positive influence between Influencer Marketing, Self Motivation, and Investment Knowledge on Stock Investment Decision Making for Siliwangi University students. (3) there is a significant positive influence between Investment Interest on Stock Investment Decision Making for Siliwangi University students. (4) there is a significant positive effect between Self Motivation and Investment Knowledge on Stock Investment Decision Making through Interest in Investing at Siliwangi University students, but Influencer Marketing has no significant effect.

Keyword : Influencer Marketing, Self Motivation, Investment Knowledge, Investment Interest, Stock Investment Decision Making.