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**INFLUENCE OF INVESTMENT KNOWLEDGE AND MOTIVATION
TOWARDS INVESTMENT INTEREST OF COMMERCE STUDENTS IN
JAKARTA**

**Alvin
1801435585
ABSTRACT**

This study is aimed to analyze the influence of investment knowledge and motivation towards the interest in stock investment of commerce students in Jakarta. This study is designed as a quantitative study. The data was collected through questionnaires survey method. The sample size chosen for this study is 100 respondents and the samples are chosen using convenience sampling method. The target respondents include students pursuing commerce related studies in Jakarta. The collected data were analyzed through multiple linear regression method using the SPSS software. The findings of this study indicate that investment knowledge and motivation were both found to be a significant factor that influence the investment interest among commerce student in Jakarta.

Keywords: *investment interest, investment knowledge, motivation*