

Abstrak

**PENGARUH KEMUDAHAN, KEAMANAN, DAN KEPERCAYAAN
PLATFORM INVESTASI TERHADAP MINAT INVESTASI
MAHASISWA/I DI PROVINSI JAWA TIMUR
(Studi Kasus Mahasiswa/i di Provinsi Jawa Timur)**

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Penelitian ini bertujuan untuk menganalisis pengaruh kemudahan, keamanan, dan kepercayaan *platform* investasi terhadap minat investasi mahasiswa/i di Provinsi Jawa Timur. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif. Data diperoleh melalui penyebaran kuesioner secara daring kepada 97 responden mahasiswa dari berbagai perguruan tinggi di Provinsi Jawa Timur. Pengambilan sampel menggunakan teknik purposive sampling. Alat Uji yang digunakan yaitu SPSS versi 24 dengan uji instrument penelitian dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa kemudahan, keamanan, dan kepercayaan secara simultan berpengaruh signifikan terhadap minat investasi. Temuan ini menunjukkan bahwa kemudahan akses, keamanan dan kepercayaan menjadi faktor utama yang mendorong minat mahasiswa untuk berinvestasi melalui *platform* digital.

Kata kunci: Kemudahan, Keamanan, Kepercayaan, Minat Investasi, Mahasiswa

Abstrac

**INFLUENCE OF EASE OF USE, SECURITY, AND TRUST IN
INVESTMENT *PLATFORMS* ON STUDENTS' INVESTMENT
INTENTION IN EAST JAVA PROVINCE**
(Case Study of Students in East Java Province)

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This study aims to analyze the influence of ease of use, security, and trust in investment *platforms* on the investment intention of students in East Java Province. A quantitative survey approach was employed. Data were collected through an online questionnaire distributed to 97 student respondents from various universities in East Java. Purposive sampling was applied. The research instruments were tested and multiple linear regression analysis was conducted using SPSS version 24. The results indicate that ease of use, security, and trust collectively have a significant effect on investment intention. These findings reveal that convenient access, robust security, and user trust are the principal factors driving students' willingness to invest through digital *platforms*.

Keywords: Ease of Use, Security, Trust, Investment Intention, Students