

**THE EFFECT OF MONEY MARKET MUTUAL FUND  
INVESTMENT KNOWLEDGE ON THE LEVEL OF STUDENT  
INVESTMENT INTEREST**

**(Survey of Opinion of Economic Education Students FKIP UNPAS)**

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**ABSTRACT**

*This study aims to reveal: (1) Knowledge about money market fund investment, students majoring in Economics Education FKIP UNPAS, (2) Investment interest of students majoring in Economics Education FKIP UNPAS, (3) How big is the influence of money market fund investment knowledge on student investment interest majoring in Economics Education FKIP UNPAS. This study uses a quantitative approach with survey methods and includes the type of causal relationship. The subjects of this study were students majoring in Economics Education FKIP UNPAS. The sample in the population is 163 students. The data collection technique used a questionnaire distributed online. The analysis technique used is descriptive analysis and simple linear regression analysis. The results showed that, (1) knowledge of money market fund investment, students majoring in Economics Education FKIP UNPAS were included in the very strong category with a percentage of 81.53%, (2) the investment interest of students majoring in Economics Education FKIP UNPAS was included in the strong category with a percentage 80.56%, (3) the magnitude of the influence of money market fund investment knowledge on the investment interest of students majoring in Economics Education FKIP UNPAS based on the results of the coefficient of determination test of 56.6% including strong enough category and 43.4% influenced by other factors not examined in this research. The hypothesis test in this study has a significant value of  $0.000 < 0.05$ , which means  $H_a$  is accepted,  $H_0$  is rejected, so there is an influence of money market fund investment knowledge on the level of student investment interest, and has a positive effect with the regression equation  $Y=6.641+0.797x$ . As the end of the research, the writer conveys suggestions to: (1) for lecturers, it can be used as input and additional knowledge to increase student investment interest. (2) students can start investing in money market funds from the start. (3) For further researchers, it can be used as a reference and other objects can be added by researchers from the interest in investing in money market mutual funds, for example the motivation to invest in stocks..*

**Keywords:** Money Market Fund Investment Knowledge, Investment Interest