

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Investasi, Atribut Produk Islami, Risiko Investasi dan Modal Minimal Terhadap Minat Berinvestasi di Pasar Modal Syariah Melalui Galeri Investasi Syariah (Studi Kasus pada mahasiswa Jurusan Manajen Keuangan Syariah IAIN Tulungagung angkatan 2018)” ini ditulis oleh nimas anin yuhanida, NIM. 12406173042, jurusan manajemen keuangan syariah, fakultas ekonomi dan bisnis islam, institut agama islam negeri (IAIN) Tulungagung, yang dibimbing oleh Dr. Hj. Nur Aini Latifah, SE, MM.

Penelitian ini dilatar belakangi oleh berkembangnya industri pasar modal yang pesat sehingga memegang peranan penting serta bagian yang tidak terpisahkan dalam perekonomian suatu Negara. Dalam meningkatkan literasi masyarakat tentang pasar modal, Bursa Efek Indonesia bekerja sama dengan perguruan tinggi dan perusahaan sekuritas untuk meningkatkan minat berinvestasi mahasiswa di pasar modal yang didukung dengan adanya Galeri Investasi Syariah di IAIN Tulungagung.

Penelitian ini bertujuan untuk menguji pengaruh pengetahuan investasi, atribut produk islami, risiko investasi dan modal minimal terhadap minat berinvestasi di pasar modal syariah baik secara parsial maupun secara simultan. Hasil penelitian ini diharapkan dapat dijadikan sebagai bahan literasi evaluasi dalam meningkatkan minat berinvestasi di pasar modal syariah.

Pada penelitian ini menggunakan metode kuantitatif, dengan sumber data primer yang diperoleh dari hasil penyebaran koesioner secara langsung kepada responden yaitu mahasiswa jurusan manajemen keuangan syariah angkatan 2018. Teknik pengumpulan data menggunakan skala likert dengan tingkat lima preferensi jawaban, dan sampel sebanyak 128 responden. Analisis data pada penelitian ini menggunakan analisis uji regresi linier berganda dengan uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa (1) pengetahuan Investasi berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal syariah (2) atribut produk islami berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal syariah (3) risiko Investasi berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal syariah (4) modal minimal berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal syariah (5) pengetahuan Investasi, atribut produk islami, risiko investasi, dan modal minimal secara bersama-sama berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal syariah.

Kata Kunci: *Pengetahuan Investasi, Atribut Produk Islami, Risiko Investasi, Modal Minimal, Dan Minat Berinvestasi.*

ABSTRACT

The thesis with the title "The Influence of Investment Knowledge, Islamic Product Attributes, Investment Risk and Minimal Capital Against Interest in Investing in the Sharia Capital Market through the Sharia Investment Gallery (Case Study on students of the Department of Islamic Finance Management at IAIN Tulungagung class of 2018)" was written by nimas anin yuhanida, NIM. 12406173042, majoring in Islamic financial management, faculty of Islamic economics and business, State Islamic Institute of Religion (IAIN) Tulungagung, supervised by Dr. Hj. Nur Aini Latifah, SE, MM.

This research is motivated by the rapid development of the capital market industry so that it plays an important role and an integral part of the economy of a country. In increasing public literacy about the capital market, the Indonesia Stock Exchange collaborates with universities and securities companies to increase student investment interest in the capital market which is supported by the Sharia Investment Gallery at IAIN Tulungagung.

This study aims to examine the effect of investment knowledge, Islamic product attributes, investment risk and minimal capital on investment interest in the Islamic capital market either partially or simultaneously. The results of this study are expected to be used as evaluation literacy material in increasing interest in investing in the Islamic capital market.

In this study using quantitative methods, with primary data sources obtained from the results of distributing questionnaires directly to respondents, namely students of the 2018 class of Islamic financial management. The data collection technique uses a Likert scale with a level of five response preferences, and a sample of 128 respondents. Analysis of the data in this study using multiple linear regression analysis with validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis test and test the coefficient of determination.

The results of this study indicate that (1) investment knowledge has a positive and significant effect on student interest in investing in the Islamic capital market (2) Islamic product attributes have a positive and significant effect on student interest in investing in Islamic capital markets (3) Investment risk has a positive and significant effect on student interest. investing in the Islamic capital market (4) minimal capital has a positive and significant effect on student interest in investing in the Islamic capital market (5) Investment knowledge, Islamic product attributes, investment risk, and minimum capital all have a positive and significant effect on student interest in investing in the Islamic capital market .

Keywords: *Investment Knowledge, Islamic Product Attributes, Investment Risk, Minimum Capital, and Investment Interest.*