

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan, Motivasi, Return dan Risiko Terhadap Keputusan menjadi Investor di Pasar Modal Syariah” ini ditulis oleh Anis Watur Rofiah, NIM. 12406173041, pembimbing Hj. Amalia Nuril Hidayati, M.Sy. Penelitian ini dilatar belakangi perkembangan jumlah nasabah yang berinvestasi di Pasar Modal Syariah sangatlah pesat dari tahun ke tahun. Perusahaan sekuritas dalam menjaring investor untuk berinvestasi dapat dilihat dari berkembangnya perusahaan-perusahaan dalam mengelola dana dari investor. Faktor yang dapat mempengaruhi hal tersebut yaitu seperti tingkat pengetahuan, motivasi, keuntungan dan risiko investasi.

Rumusan masalah dalam penelitian ini adalah: (1) Apakah ada pengaruh Pengetahuan terhadap keputusan menjadi investor di pasar modal syariah? (2) Apakah ada pengaruh Motivasi terhadap keputusan menjadi investor di pasar modal syariah? (3) Apakah ada pengaruh Return terhadap keputusan menjadi investor di pasar modal syariah? (4) Apakah ada pengaruh Risiko terhadap keputusan menjadi investor di pasar modal syariah? (5) Apakah ada pengaruh Pengetahuan, Motivasi, Return dan Risiko secara bersama-sama terhadap keputusan menjadi investor di pasar modal syariah?.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik sampling yaitu menggunakan *non probability sampling* dan menggunakan *convenience sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 30 responden yang terdiri dari nasabah PT Reliance Sekuritas Indonesia Tbk Malang. Dianalisis dengan menggunakan regresi linier berganda yang berfungsi untuk membuktikan hipotesis penelitian dengan menggunakan alat analisis SPSS 16.0.

Hasil penelitian ini menunjukkan bahwa secara parsial Pengetahuan, Motivasi dan Keuntungan berpengaruh positif dan signifikan terhadap Keputusan menjadi Investor di Pasar Modal Syariah. Risiko berpengaruh negatif dan signifikan terhadap Keputusan menjadi Investor di Pasar Modal Syariah. Secara bersama-sama Pengetahuan, Motivasi, Keuntungan dan Risiko Investasi berpengaruh positif dan signifikan terhadap Keputusan menjadi Investor di Pasar Modal Syariah.

Kata Kunci: Pengetahuan, Motivasi, *Return*, Risiko Investasi, Keputusan menjadi Investor

ABSTRACT

Thesis entitled "The Influence of Knowledge, Motivation, Return and Risk on the Decision to Become an Investor in the Islamic Capital Market" was written by Anis Watur Rofiah, NIM. 12406173041, supervisor Hj. Amalia Nuril Hidayati, M.Sy. This research is motivated by the phenomenon that the development of the number of customers investing in the Islamic Capital Market is very rapid from year to year. The development of securities companies in attracting investors to invest can be seen from the development of companies in managing funds from investors. Factors that can influence this, such as the level of knowledge, motivation, return and investment risk.

The formulations of the problems in this study are: (1) Is there any influence of knowledge on the decision to become an investor in the Islamic capital market? (2) Is there any influence of motivation on the decision to become an investor in the Islamic capital market? (3) Is there an effect of Return on the decision to become an investor in the Islamic capital market? (4) Is there a risk effect on the decision to become an investor in the Islamic capital market? (5) Is there a joint influence of Knowledge, Motivation, Return and Risk on the decision to become an investor in the Islamic capital market?

This research uses a quantitative approach with associative research type. The sampling technique is using non probability sampling and using convenience sampling. The number of samples used in this study were 30 respondents consisting of customers of PT Reliance Sekuritas Indonesia Tbk Malang. The next stage, the questionnaire data were analyzed using multiple linear regression which serves to prove the research hypothesis using the SPSS 16.0 analysis tool.

The results of this study indicate that partially (1) Knowledge has a positive and significant effect on the decision to become an investor in the Islamic capital market. (2) Motivation has a positive and significant effect on the decision to become an investor in the Islamic capital market. (3) Return has a positive and significant effect on the decision to become an investor in the Islamic capital market. (4) Risk has a negative and significant effect on the decision to become an investor in the Islamic capital market. (5) Together Knowledge, Motivation, Return and Investment Risk have a positive and significant effect on the decision to become an investor in the Islamic capital market. This proves that the decision to become an investor in the Islamic capital market does not only affect these four factors but also other variables.

Keywords: *Knowledge, Motivation, Return, Investment Risk, Decision to Become Investor*