

ABSTRAK

Skripsi dengan judul “Pengaruh Kemajuan Teknologi Dan Media Sosial Influencer Terhadap Minat Mahasiswa Berinvestasi Di Pasar Modal (Studi pada mahasiswa Manajemen Keuangan Syariah Universitas Islam Negeri Sayid Ali Rahmatullah Tulungagung angkatan 2018)” ditulis Ilham Zakki Mubarak, NIM. 12406183022, jurusan Manajemen Keuangan Syariah, Fakultas Ekonomi Dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Prof. Dr. H. Mujamil Qomari , M.Ag.

Penelitian ini dilatarbelakangi oleh meningkatnya jumlah investor pasar modal di Indonesia serta kemajuan teknologi dan sosial media yang mempermudah seseorang untuk melakukan investasi di pasar modal serta memperoleh pengetahuan tentang investasi di pasar modal, untuk meningkatkan literasi masyarakat tentang pasar modal bursa efek Indonesia bekerjasama dengan perguruan tinggi dan para influencer di media sosial untuk meningkatkan minat investasi masyarakat terutama mahasiswa, hal ini membuat peneliti ingin mengetahui apakah kemajuan teknologi dan media sosial influencer berpengaruh terhadap minat mahasiswa berinvestasi di pasar modal.

Penelitian ini bertujuan Untuk mengetahui pengaruh kemajuan teknologi dan media sosial influencer terhadap minat mahasiswa Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung berinvestasi di pasar modal

Penelitian ini menggunakan pendekatan kuantitatif yang menggunakan sumber data primer yang di peroleh dari penyebaran kuesioner secara langsung kepada responden yaitu mahasiswa jurusan manajemen keuangan syariah angkatan 2018 teknik pengumpulan data menggunakan skala likert dengan lima tingkat preferensi jawaban, dan sampel sebanyak 129 responden, analisis data pada penelitian ini menggunakan uji validasi, uji reliabilitas, uji normalitas data, uji asumsi klasik, uji regresi linier berganda dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa (1) kemajuan teknologi berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal (2) sosial media influencer berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal (3) kemajuan teknologi dan media sosial influencer berpengaruh positif dan signifikan terhadap minat mahasiswa berinvestasi dipasar modal.

Kata kunci: *Kemajuan Teknologi, Media Sosial Influencer, Dan Minat Berinvestasi*

ABSTRACT

The script with the title "The Effect of Technological Advances and Social Media Influencers on Students' Interest in Investing in the Capital Market (Study on Islamic Financial Management students at Sayid Ali Rahmatullah State Islamic University Tulungagung class 2018)" was written by Ilham Zakki Mubarak, NIM. 12406183022, majoring in Islamic Financial Management, Faculty of Economics and Islamic Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, which is supervised by Prof. Dr. H. Mujamil Qomari, M.Ag.

This research is motivated by the increasing number of capital market investors in Indonesia as well as advances in technology and social media that make it easier for someone to invest in the capital market and gain knowledge about investing in the capital market, to increase public literacy about the Indonesian stock exchange capital market in collaboration with universities and influencers on social media to increase public investment interest, especially students, this makes researchers want to know whether technological advances and social media influencers affect student interest in investing in the capital market.

This study aims to determine the effect of technological advances and social media influencers on the interest of Sayyid Ali Rahmatullah State Islamic University Tulungagung students to invest in the capital market

. This study uses a quantitative approach that uses primary data sources obtained from distributing questionnaires directly to respondents, namely students majoring in management. Islamic finance class 2018 data collection techniques use a Likert scale with five levels of answer preferences, and a sample of 129

Respondents, the data analysis in this study uses validation tests, reliability tests, data normality tests, classical assumption tests, multiple linear regression tests and hypothesis testing. The results of this study indicate that (1) technological advances have a positive and significant effect on student interest in investing in the capital market (2) social media influencers have a positive and significant effect on student interest in investing in the capital market (3) technological advances and social media influencers have a positive and significant effect on student interest in investing in the capital market

Keywords: *Technological Advances, Social Media Influencers, and Interest in Investing*