

## ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Investasi, Motivasi Dan Risiko Investasi Terhadap Minat Mahasiswa Berinvestasi di Pasar Modal Syariah Melalui Galeri Investasi Syariah (Studi Kasus Mahasiswa Jurusan Manajemen Keuangan Syariah UIN Sayyid Ali Rahmatullah Tulungagung)” di tulis oleh Lia Selviana NIM. 12406183004 dengan dosen pembimbing pembimbing Nadia Roosmalitasari, S.Pd., M.Kom.

Penelitian ini dilatarbelakangi oleh adanya perkembangan industri pasar modal syariah yang pesat sehingga hal ini memegang peran yang penting serta bagian yang tidak terpisahkan dalam perekonomian suatu negara. Untuk meningkatkan minat investasi mahasiswa maka Bursa Efek Indonesia bekerja sama dengan perguruan-perguruan tinggi yang ada di Indonesia dengan mendirikan Galeri Investasi Syariah yang bertujuan untuk menjaring investor-investor muda dari kalangan mahasiswa.

Penelitian ini bertujuan untuk menguji pengaruh pengetahuan investasi terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah, menguji pengaruh motivasi terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah, menguji pengaruh risiko investasi terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah dan untuk menguji pengaruh pengetahuan investasi, motivasi dan risiko investasi terhadap minat berinvestasi di pasar modal syariah.

Jenis penelitian yang digunakan adalah kuantitatif. Populasi yang digunakan adalah mahasiswa jurusan manajemen keuangan syariah angkatan tahun 2018-2020. Teknik sampling yang digunakan adalah purposive sampling. Perhitungan sampel menggunakan rumus slovin yang berjumlah 85. Data penelitian bersifat primer yang didapatkan melalui penyebaran kuesioner secara online. Data di uji melalui beberapa tahapan yaitu uji validitas, uji reabilitas, uji normalitas, uji multikolonieritas, uji heteroskedastisitas, uji auto korelasi, uji regresi linear berganda, uji t (parsial), uji F (Simultan) dan uji determinasi R Square.

Hasil dari penelitian ini menunjukkan bahwa (1) pengetahuan investasi berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah (2) motivasi berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah (3) risiko investasi berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah (4) pengetahuan investasi, motivasi dan risiko investasi secara simultan berpengaruh positif dan signifikan terhadap minat berinvestasi di pasar modal syariah melalui galeri investasi syariah.

**Kata Kunci :** Pengetahuan Investasi, Motivasi, Risiko Investasi, Minat Investasi.

## ABSTRACT

*Thesis entitled "The Influence of Investment Knowledge, Motivation and Investment Risk on Students' Interest in Investing in the Sharia Capital Market Through the Sharia Investment Gallery (Case Study of Sharia Financial Management Student UIN Sayyid Ali Rahmatullah Tulungagung)" was written by Lia Selviana NIM. 12406183004 with the supervising lecturer Nadia Roosmalityari, S.Pd., M.Kom.*

*This research is motivated by the rapid development of the Islamic capital market industry so that it plays an important role and is an integral part of the economy of a country. To increase student investment interest, the Indonesia Stock Exchange cooperates with universities in Indonesia by establishing a Sharia Investment Gallery which aims to attract young investors from among students.*

*This study aims to examine the effect of investment knowledge on interest in investing in the Islamic capital market through Islamic investment galleries, examine the effect of motivation on interest in investing in the Islamic capital market through the Islamic investment gallery, and examine the effect of investment risk on interest in investing in the Islamic capital market through the Islamic investment gallery. and to examine the effect of investment knowledge, motivation and investment risk on interest in investing in the Islamic capital market..*

*The type of research used is quantitative. The population used is students majoring in Islamic financial management class 2018-2020. The sampling technique used is purposive sampling. Calculation of the sample using the slovin formula, amounting to 85. Primary research data obtained through the distribution of online questionnaires. The measurement scale of research data uses a Likert scale. The data is tested through several stages, namely validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, auto correlation test, multiple linear regression test, t test (partial), F test (simultaneous) and R Square determination test.*

*The results of this study indicate that (1) investment knowledge has a positive and significant effect on interest in investing in the Islamic capital market through a sharia investment gallery (2) motivation has a positive and significant effect on interest in investing in the Islamic capital market through a sharia investment gallery (3) investment risk positive and significant effect on interest in investing in the Islamic capital market through the sharia investment gallery (4) investment knowledge, motivation and investment risk simultaneously have a positive and significant effect on the interest in investing in the sharia capital market through the sharia investment gallery.*

**Keywords:** *Investment Knowledge, Motivation, Investment Risk, Investment Interest.*