

ABSTRAK

Skripsi dengan judul “Minat Investasi di Pasar Modal Syariah : Implementasi *Theory Of Planned Behaviour* di Kalangan Mahasiswa (Studi Kasus Pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung) ini di tulis oleh Moh. Maftuh Bastul Biri, NIM 12406193153, Prodi Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam Uin Sayyid Ali Rahmatullah Tulungagung, yang di bimbing oleh Hj. Amalia Nuril Hidayati, S.E. M.Sy.

Penelitian ini di latar belakang dengan Minat Investasi Mahasiswa yang Berinvestasi di Pasar Modal Syariah sangatlah besar dari tahun ke tahun. Penelitian ini menggunakan *theory of planned behaviour* untuk menjelaskan bagaimana perilaku dibentuk melalui sikap, norma subjektif, dan *perceived behaviour control* dalam mengambil keputusan berinvestasi.

Tujuan penelitian ini adalah: 1) Untuk menguji pengaruh sikap terhadap minat investasi mahasiswa di pasar modal syariah. 2) Untuk menguji pengaruh norma subjektif terhadap minat investasi mahasiswa di pasar modal syariah. 3) Untuk menguji pengaruh *perceived behavior control* terhadap minat investasi mahasiswa di pasar modal. 4) Untuk menguji pengaruh secara bersama – sama sikap, norma subjektif dan *perceived behavior control* terhadap minat investasi mahasiswa di pasar modal syariah.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Dimana populasinya adalah mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid AliRahmatullah Tulungagung sebanyak 1870 mahasiwa. Data dikumpulkan melalui metode kuesioner dengan tehknik purposive sampling. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Tehknik pengumpulan data menggunakan observasi, kuesioner, dan studi pustaka. Tehknik analisis data menggunakan uji instrumen data, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa secara parsial 1) Sikap berpengaruh positif dan signifikan terhadap minat investasi Mahasiswa Fakultas Ekonomi dan Bisnis Islam di pasar modal syariah. 2) Norma Subjektif berpengaruh positif dan signifikan terhadap minat investasi Mahasiswa Fakultas Ekonomi dan Bisnis Islam di pasar modal syariah. 3) *Perceived Behaviour control* tidak memiliki pengaruh terhadap minat investasi Mahasiswa Fakultas Ekonomi Bisnis Islam di pasar modal syariah. 4) Secara bersama – sama sikap, norma subjektif, dan *perceived behaviour control* berpengaruh positif dan signifikan terhadap minat investasi mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung.

Kata Kunci :Sikap, Norma Subjektif, *Perceived Behaviour control*, Minat Investasi.

ABSTRACT

Thesis with the title “Interest in Investment in the Islamic Capital Market: Implementation of Theory Planned Behaviour Among Students (Case Study on Students of the Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung)” was written by Moh. Maftuh Bastul Biri, NIM 12406193153, Department of Islamic Finance Management, Faculty of Islamic Economics and Business Uin Sayyid Ali Rahmatullah Tulungagung, with supervising Hj. Amalia Nuril Hidayati, S.E. M.Sy.

This research is motivated by the investment interest of students investing in the Islamic capital market which is very large from year to year. This study uses the theory of planned behaviour to explain how behaviour is formed through attitudes, subjective norms, and perceived behavioural control in making investment decisions.

The aims of this study were: 1) To examine the effect of attitudes on students' investment interest in the Islamic capital market. 2) To examine the effect of subjective norms on student investment interest in the Islamic capital market. 3) To test the effect of perceived behaviour control on students' investment interest in the capital market. 4) To examine the effect of attitudes, subjective norms and perceived behaviour control together on students' investment interest in the Islamic capital market.

This research uses a quantitative approach, with the type of associative research. Where the population is students of the Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung as many as 1870 students. Data was collected through a questionnaire method with a purposive sampling technique. The number of samples used in this study were 100 respondents. Where the respondents were students of the Faculty of Islamic Economics and Business UIN Sayyid Ali Rahmatullah Tulungagung. Data collection techniques using observation, questionnaires, and literature study. Data analysis techniques using data instrument tests, classical assumption tests, multiple linear regression tests, hypothesis testing, and coefficient of determination tests.

The results of this study indicate that partially 1) Attitude has a positive and significant effect on the investment interest of students of the Faculty of Islamic Economics and Business in the Islamic capital market. 2) Subjective norms have a positive and significant effect on the investment interest of students of the Faculty of Islamic Economics and Business in the Islamic capital market. 3) Perceived behaviour control does not influence on the investment interest of students of the Faculty of Islamic Economics and Business in the Islamic capital market. 4) Taken together, attitudes, subjective norms, and perceived behaviour control have a positive and significant effect on the investment interest of students of the Faculty of Islamic Economics and Business of UIN Sayyid Ali Rahmatullah Tulungagung.

Keywords :Attitude, Subjective Norm, Perceived Behaviour control, Investment Interest.