

ABSTRAK

Skripsi dengan judul “Pengaruh Sikap, Norma Subjektif Dan Perceived Behavioral Control Terhadap Minat Investasi Generasi Z Di Pasar Modal Syariah (Studi Kasus Pada Generasi Z Desa Rejomulyo Kecamatan Kras Kabupaten Kediri)” ini ditulis oleh Sepfiana Sherly Nanda Lorensa, NIM. 12406193163, pembimbing Hj. Amalia Nuril Hidayati, S.E, M.Sy.

Penelitian ini di latar belakang oleh theory of planned behavior yang dapat menjelaskan bahwa perilaku seseorang dipengaruhi oleh niat berperilaku, sedangkan niat berperilaku dipengaruhi oleh sikap terhadap perilaku, norma subjektif, dan kontrol terhadap berperilaku yang dirasakan. Dalam theory planned behavior sebelum seseorang melakukan perilaku dalam hal ini yaitu berinvestasi, ada variabel yang mendahului yaitu minat, dan sebuah minat dipengaruhi oleh sikap, norma subjektif dan perceived behavioral control.

Tujuan penelitian dalam penelitian ini yaitu, (1) menguji pengaruh sikap (attitude) terhadap minat investasi generasi Z di pasar modal syariah; (2) menguji pengaruh norma subjektif terhadap minat investasi generasi Z di pasar modal syariah; (3) menguji pengaruh perceived behavioral control terhadap minat investasi generasi Z di pasar modal syariah; (4) menguji pengaruh sikap, norma subjektif dan perceived behavioral control simultan terhadap minat investasi generasi Z di pasar modal syariah.

Penelitian ini menggunakan jumlah sampel yaitu 110 orang generasi z di Desa Rejomulyo Kecamatan Kras dengan menggunakan teknik purposive sampling. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan metode pengumpulan data dan menggunakan metode survei dengan mendistribusikan kuisioner. Pengolahan data dibantu dengan software SPSS 23.0 for windows.

Hasil penelitian didapatkan bahwa bahwa variabel sikap, norma subjektif dan perceived behavioral control secara simultan berpengaruh positif dan signifikan terhadap minat investasi generasi z di Desa Rejomulyo. Nilai dari koefisien regresi adalah positif yang berarti semakin tinggi sikap, norma subjektif, perceived behavioral control maka semakin meningkat minat investasi generasi z Desa Rejomulyo di pasar modal syariah.

Kata Kunci : Sikap, Norma Subjektif, Perceived Behavioral Control dan Minat Investasi.

ABSTRACT

This thesis entitled "The Influence of Attitudes, Subjective Norms and Perceived Behavioural Control on Generation Z's Investment Interest in the Islamic Capital Market (Case Study on Generation Z of Rejomulyo Village, Kras District, Kediri Regency)" was written by Sepfiana Sherly Nanda Lorensa, NIM. 12406193163, supervised by Hj. Amalia Nuril Hidayati, S.E, M.Sy.

This research is motivated by the theory of planned behavior which can explain that a person's behaviour is influenced by behavioral intentions, while behavioral intentions are influenced by attitudes towards behaviour, subjective norms, and control over perceived behavior. In the theory of planned behavior before someone does the behaviour in this case, namely investing, there is a variable that precedes interest, and an interest is influenced by attitudes, subjective norms and perceived behavioral control.

The research objectives in this study are, (1) to examine the effect of attitude on generation Z's investment interest in the Islamic capital market; (2) to examine the effect of subjective norms on generation Z's investment interest in the Islamic capital market; (3) to examine the effect of perceived behavioural control on generation Z's investment interest in the Islamic capital market; (4) to examine the effect of attitude, subjective norms and perceived behavioural control simultaneously on generation Z's investment interest in the Islamic capital market.

This study used a sample size of 110 generation z people in Rejomulyo Village, Kras District using purposive sampling technique. The method used in this research is a quantitative method using data collection methods and using survey methods by distributing questionnaires. Data processing is assisted by SPSS 23.0 for windows software.

The results showed that the attitude variables, subjective norms and perceived behavioural control simultaneously had a positive and significant effect on the investment interest of generation z in Rejomulyo Village. The value of the regression coefficient is positive, which means that the higher the attitude, subjective norms, perceived behavioural control, the higher the investment interest of generation z of Rejomulyo Village in the Islamic capital market.

Keywords: *Attitude, Subjective Norms, Perceived Behavioural Control and Investment Interest.*