

## ABSTRAK

Skripsi dengan judul “Pengaruh Motivasi, Modal Minimal, dan Literasi Keuangan Terhadap Minat Berinvestasi Saham Syariah Pada Mahasiswa Anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Eva Viola, NIM. 12406193170, pembimbing Wahyu Dwi Warsitasari, M.Pd.

Penelitian ini dilatarbelakangi oleh rendahnya minat, motivasi, modal minimal mahasiswa anggota Galeri Investasi Syariah UIN Sayyid Ali Rahmatullah Tulungagung untuk menjadi investor saham syariah. Padahal secara literasi keuangan atau pengetahuan mereka telah mendapatkan materi perkuliahan tentang investasi, pasar modal, dan kegiatan seminar tentang investasi.

Tujuan penelitian ini adalah 1) Untuk menguji pengaruh motivasi, modal minimal, dan literasi keuangan secara simultan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 2) Untuk menguji pengaruh motivasi secara signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 3) Untuk menguji pengaruh modal minimal secara signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 4) Untuk menguji pengaruh literasi keuangan secara signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui metode kuesioner dengan teknik *insidental sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 189 responden. Dimana responden adalah mahasiswa anggota Galeri Investasi Syariah UIN Sayyid Ali Rahmatullah Tulungagung tahun angkatan 2019-2021. Dan menganalisis data menggunakan analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa 1) Secara simultan motivasi, modal minimal, dan literasi keuangan berpengaruh signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 2) Motivasi secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 3) Modal minimal secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. 4) Literasi keuangan secara parsial berpengaruh positif dan signifikan terhadap minat berinvestasi saham syariah pada mahasiswa anggota Galeri Investasi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung.

**Kata Kunci:** Motivasi, Modal Minimal, Literasi Keuangan, Minat Berinvestasi

## ABSTRACT

*Thesis with the title "The Influence of Motivation, Minimum Capital, and Financial Literacy on Interest in Investing in Sharia Stocks in Student Members of the Sharia Investment Gallery UIN Sayyid Ali Rahmatullah Tulungagung" was written by Eva Viola, NIM. 12406193170, supervisor Wahyu Dwi Warsitasari, M.Pd.*

*This research is motivated by the low interest, motivation, and minimal capital of students who are members of the Sharia Investment Gallery of UIN Sayyid Ali Rahmatullah Tulungagung to become Islamic stock investors. Even though in terms of financial literacy or knowledge they have received lecture material on investment, capital markets, and seminars on investment.*

*The objectives of this study are 1) To examine the effect of motivation, minimum capital, and financial literacy simultaneously on the interest in investing in Islamic stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University. 2) To examine the significant effect of motivation on the interest in investing in Islamic stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University. 3) To examine the effect of minimal capital significantly on interest in investing in Islamic stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University. 4) To examine the significant effect of financial literacy on the interest in investing in sharia stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University.*

*This study uses a quantitative approach to the type of associative research. Data was collected was through a questionnaire method with incidental sampling technique. The number of samples used in this study were 189 respondents. Where the respondents are students who are members of the Sharia Investment Gallery of UIN Sayyid Ali Rahmatullah Tulungagung for the 2019-2021 class. And analyze the data using multiple linear regression analysis.*

*The results of this study indicate that 1) Simultaneously motivation, minimum capital, and financial literacy have a significant effect on the interest in investing in sharia stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University. 2) Motivation partially has a positive and significant effect on the interest in investing in Islamic stocks in student members of the Islamic Investment Gallery Sayyid Ali Rahmatullah Tulungagung State Islamic University. 3) Minimum capital partially has a positive and significant effect on the interest in investing in Islamic stocks in student members of the Sharia Investment Gallery of State Islamic University Sayyid Ali Rahmatullah Tulungagung. 4) Financial literacy partially has a positive and significant effect on the interest in investing in sharia stocks in student members of the Sharia Investment Gallery of Sayyid Ali Rahmatullah Tulungagung State Islamic University.*

**Keywords:** *Motivation, Minimum Capital, Financial Literacy, Investment Interest*