

ABSTRAK

Skripsi dengan judul “Pengaruh Motivasi, Pengetahuan Investasi, dan Kemajuan Teknologi Terhadap Minat Investasi Mahasiswa di Pasar Modal Syariah (Studi Kasus Pada Mahasiswa Jurusan Manajemen Keuangan Syariah UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2019-2020)” ini yang ditulis oleh Nurita Andhini, NIM. 12406193268, pembimbing Dr. H. Mashudi, M.Pd.I.

Penelitian ini dilatar belakangi oleh kemajuan teknologi yang memberi pengaruh besar terhadap kemajuan ekonomi suatu negara salah satunya melalui pasar modal. Sektor pasar modal dan keuangan menjadi salah satu tolak ukur perekonomian suatu negara. Namun, kemajuan teknologi yang memudahkan dalam transaksi berinvestasi belum diiringi dengan minat berinvestasi masyarakat khususnya mahasiswa. Sehingga investor di pasar modal syariah di Indonesia masih tergolong rendah. Maka dari itu penelitian mengangkat permasalahan motivasi, pengetahuan investasi, dan kemajuan teknologi dengan tujuan untuk mengetahui apakah faktor tersebut mempengaruhi minat mahasiswa untuk berinvestasi di pasar modal syariah.

Tujuan penelitian ini untuk menguji secara parsial dan simultan pengaruh motivasi, pengetahuan investasi, dan kemajuan teknologi terhadap minat investasi mahasiswa MKS UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2019-2020 di pasar modal syariah.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan data pada penelitian menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 232 responden, yang mana responden merupakan mahasiswa aktif jurusan Manajemen Keuangan Syariah UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2019-2020. Data penelitian bersifat primer yang didapatkan melalui penyebaran kuesioner secara *online*. Data diuji melalui beberapa tahapan yaitu uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heterokedastisitas, uji autokorelasi, uji regresi linear berganda, uji t (parsial), uji F (simultan) dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa 1) Motivasi tidak berpengaruh terhadap minat investasi mahasiswa Manajemen Keuangan Syariah di Pasar Modal Syariah. 2) Pengetahuan investasi berpengaruh terhadap minat investasi mahasiswa Manajemen Keuangan Syariah di Pasar Modal Syariah. 3) Kemajuan Teknologi berpengaruh terhadap minat investasi mahasiswa Manajemen Keuangan Syariah di Pasar Modal Syariah. 4) Motivasi, Pengetahuan Investasi dan Kemajuan Teknologi secara bersama-sama berpengaruh terhadap minat investasi mahasiswa Manajemen Keuangan Syariah di Pasar Modal Syariah.

Kata Kunci : Kemajuan Teknologi, Minat Investasi, Motivasi, Pengetahuan Investasi

ABSTRACT

This thesis with the title "The Influence of Motivation, Investment Knowledge, and Technological Progress on Student Investment Interest in the Islamic Capital Market (Case Study of Islamic Financial Management Students of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2019-2020)" was written by Nurita Andhini, NIM. 12406193268, supervisor Dr. H. Mashudi, M.Pd.I.

This research is motivated by technological advances that have a major influence on the economic progress of a country, one of which is through the capital market. The capital market and financial sector is one of the benchmarks for a country's economy. However, technological advances that facilitate investment transactions have not been accompanied by public interest in investing, especially students. So that investors in the Islamic capital market in Indonesia are still relatively low. Therefore the research raises the issues of motivation, investment knowledge, and technological advances with the aim of knowing whether these factors affect students' interest in investing in the Islamic capital market.

The purpose of this study is to partially and simultaneously examine the effect of motivation, investment knowledge, and technological progress on the investment interest of Sayyid Ali Rahmatullah Tulungagung MKS UIN students class of 2019-2020 in the Islamic capital market.

This study uses a quantitative approach to the type of associative research. Data collection techniques in research using purposive sampling technique. The number of samples used in this study were 232 respondents, of which the respondents were active students majoring in Islamic Financial Management at UIN Sayyid Ali Rahmatullah Tulungagung class of 2019-2020. Primary research data obtained through distributing questionnaires online. The data were tested through several stages, namely validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression test, t test (partial), F test (simultaneous) and test the coefficient of determination.

The results of this study indicate that 1) Motivation has no effect on the investment interest of Islamic Financial Management students in the Islamic Capital Market. 2) Investment knowledge affects the investment interest of Islamic Financial Management students in the Islamic Capital Market. 3) Technological advances affect the investment interest of Islamic Financial Management students in the Islamic Capital Market. 4) Motivation, Investment Knowledge and Technological Progress jointly influence the investment interest of Islamic Financial Management students in the Islamic Capital Market.

Keywords: Technological Advancement, Investment Interest, Motivation, Investment Knowledge