

ABSTRAK

Skripsi dengan judul “Pengaruh Literasi Keuangan, Motivasi Investasi, dan Pengetahuan Investasi Terhadap Minat Investasi Mahasiswa di Pasar Modal Syariah Diintervensi Oleh Perkembangan Teknologi” yang ditulis oleh Rinda Nafrelia, NIM. 12406183168, Fakultas Ekonomi dan Bisnis Islam, Jurusan Bisnis dan Manajemen, Program Studi Manajemen Keuangan Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Dr. Rokhmat Subagiyo, S.E., M.E.I.

Fakultas Ekonomi dan Bisnis Islam (FEBI) Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung melaksanakan peresmian Galeri Investasi Syariah (GIS) Bursa Efek Indonesia pada 2019. Tujuannya adalah memberikan fasilitas laboratorium bagi mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung terutama jurusan Manajemen Keuangan Syariah untuk mengembangkan keterampilan dalam soal keuangan. Oleh karena itu dengan adanya kesempatan tersebut maka mahasiswa dapat mengasah potensi dasar yang dimiliki untuk memulai berinvestasi pasar modal dan menjadi potensi besar bagi para investor pasar modal. Dalam berinvestasi tersebut tentunya terdapat faktor yang mempengaruhi seperti literasi keuangan, motivasi investasi dan pengetahuan investasi.

Tujuan penelitian ini adalah untuk menguji dan membuktikan pengaruh signifikan literasi keuangan, motivasi investasi, pengetahuan investasi, perkembangan teknologi terhadap minat investasi mahasiswa di Pasar Modal Syariah serta menguji dan membuktikan pengaruh signifikan literasi keuangan, motivasi investasi dan pengetahuan investasi terhadap minat investasi mahasiswa di Pasar Modal Syariah melalui perkembangan teknologi.

Penelitian ini menggunakan jenis pendekatan kuantitatif dengan metode survey. Populasi yang digunakan ialah mahasiswa Manajemen Keuangan Syariah angkatan 2019-2020 dan sampel penelitian sebanyak 130 responden. Teknik pengumpulan data menggunakan kuisioner dengan analisis data SmartPLS 3.

Hasil penelitian menunjukkan bahwa (1) literasi keuangan berpengaruh positif dan tidak signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah, (2) motivasi investasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah, (3) pengetahuan investasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah, (4) perkembangan teknologi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah, (5) literasi keuangan berpengaruh positif dan tidak signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah melalui perkembangan teknologi, (6) motivasi investasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah melalui perkembangan teknologi dan (7) pengetahuan investasi berpengaruh positif dan signifikan terhadap minat investasi mahasiswa di Pasar Modal Syariah melalui perkembangan teknologi

Kata Kunci: Literasi Keuangan, Motivasi Investasi, Pengetahuan Investasi, Minat Investasi, Pasar Modal Syariah, Perkembangan Teknologi

ABSTRACT

Thesis entitled "The Influence of Financial Literacy, Investment Motivation, and Investment Knowledge on Student Investment Interest in the Sharia Capital Market Intervened by Technological Developments" written by Rinda Nafrelia, , NIM. 12406183168, Faculty of Economics and Islamic Business, Department of Business and Management, Sharia Financial Management Study Program, State Islamic University Sayyid Ali Rahmatullah Tulungagung, Supervisor Dr. Rokhmat Subagiyo, S.E., M.E.I.

Faculty of Economics and Islamic Business (FEBI) Sayyid Ali Rahmatullah Tulungagung State Islamic University held the inauguration of the Sharia Investment Gallery (GIS) of the Indonesia Stock Exchange in 2019. The goal is to provide laboratory facilities for UIN Sayyid Ali Rahmatullah Tulungagung students, especially majoring in Sharia Financial Management to develop skills in financial matters. Therefore, with this opportunity, students can hone their basic potential to start investing in the capital market and become a great potential for capital market investors. In investing, of course, there are influencing factors such as financial literacy, investment motivation and investment knowledge.

The purpose of this study is to test and prove the significant influence of financial literacy, investment motivation, investment knowledge, technological developments on student investment interest in the Sharia Capital Market and test and prove the significant influence of financial literacy, investment motivation and investment knowledge on student investment interest in the Sharia Capital Market through technological developments.

This research uses a type of quantitative approach with survey methods. The population used was Sharia Financial Management students class of 2019-2020 and a research sample of 130 respondents. Data collection techniques using questionnaires with SmartPLS data analysis 3.

The results showed that (1) financial literacy has a positive and insignificant effect on student investment interest in the Sharia Capital Market, (2) investment motivation has a positive and significant effect on student investment interest in the Sharia Capital Market, (3) investment knowledge has a positive and significant effect on student investment interest in the Sharia Capital Market, (4) technological developments have a positive and significant effect on student investment interest in the Sharia Capital Market Sharia Capital, (5) financial literacy has a positive and insignificant effect on student investment interest in the Sharia Capital Market through technological developments, (6) investment motivation has a positive and significant effect on student investment interest in the Sharia Capital Market through technological developments and (7) investment knowledge has a positive and significant effect on student investment interest in the Sharia Capital Market through technological developments

Keywords: Financial Literacy, Investment Motivation, Investment Knowledge, Investment Interest, Sharia Capital Market, Technology Development