

ABSTRAK

Skripsi dengan judul "Pengaruh Pengetahuan Investasi, Motivasi Investasi dan Risiko Investasi Terhadap Minat Investasi di Pasar Modal Syariah (Studi Kasus Mahasiswa Aktif Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2020)" yang ditulis oleh Fifi Kamalia, NIM. 126406202125, program studi Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang di bimbing oleh Dr. Deny Yudiantoro, S.AP., M.M.

Penelitian ini dilatarbelakangi dengan perkembangan jumlah investor di pasar modal yang semakin meningkat. Investor tersebut didominasi oleh investor-investor muda. Terdapat beberapa faktor yang dapat mempengaruhi minat mahasiswa dalam melakukan investasi yaitu pengetahuan investasi, motivasi investasi, dan risiko investasi.

Tujuan penelitian ini adalah 1) Untuk menguji pengaruh pengetahuan investasi terhadap minat berinvestasi di pasar modal syariah. 2) Untuk menguji pengaruh motivasi investasi terhadap minat berinvestasi di pasar modal syariah. 3) Untuk menguji pengaruh risiko investasi terhadap minat berinvestasi di pasar modal syariah. 4) Untuk menguji pengaruh pengetahuan investasi, motivasi investasi, dan risiko investasi terhadap minat berinvestasi di pasar modal syariah.

Metode yang digunakannya dalam penelitian ini adalah kuantitatif dengan teknik pengumpulan sampel menggunakan teknik non probability sampling. Populasi dalam penelitian ini adalah mahasiswa aktif Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2020 dengan jumlah sampel sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah dengan penyebaran kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda.

Kesimpulan dari uji parsial (t) menunjukkan bahwa 1) Pengetahuan investasi berpengaruh negatif dan tidak signifikan terhadap minat investasi di pasar modal syariah. 2) Motivasi investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal syariah. 3) Risiko investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal syariah. Sedangkan berdasarkan uji simultan (f), hasil penelitian penelitian ini menunjukkan bahwa secara bersama-sama variabel pengetahuan investasi, motivasi investasi, dan risiko investasi berpengaruh positif dan signifikan terhadap minat investasi di pasar modal syariah.

Kata Kunci: Pengetahuan Investasi, Motivasi Investasi, Risiko Investasi, Minat Investasi, Investasi, dan Pasar Modal

ABSTRACT

Thesis with the title "The Influence of Investment Knowledge, Investment Motivation and Investment Risk on Investment Interest in the Sharia Capital Market (Case Study of Active Students of the Islamic Economics and Business Faculty of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2020)" written by Fifi Kamalia, NIM. 126406202125, Sharia Financial Management study program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung supervised by Dr. Deny Yudiantoro, S.AP., M.M.

This research is motivated by the increasing number of investors in the capital market. These investors are dominated by young investors. There are several factors that can influence students' interest in investing, namely investment knowledge, investment motivation, and investment risk.

The objectives of this research are 1) To examine the influence of investment knowledge on interest in investing in the Islamic capital market. 2) To test the influence of investment motivation on interest in investing in the Islamic capital market. 3) To examine the influence of investment risk on interest in investing in the Islamic capital market. 4) To examine the influence of investment knowledge, investment motivation, and investment risk on interest in investing in the Islamic capital market.

The method used in this research is quantitative with sample collection techniques using non-probability sampling techniques. The population in this study were active students of the Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung Class of 2020 with a sample size of 100 respondents. The data collection technique used was by distributing questionnaires. The data analysis technique uses multiple linear regression analysis.

The conclusion of the partial test (t) shows that 1) Investment knowledge has a negative and insignificant effect on investment interest in the Islamic capital market. 2) Investment motivation has a positive and significant effect on investment interest in the Islamic capital market. 3) Investment risk has a positive and significant effect on investment interest in the Islamic capital market. Meanwhile, based on the simultaneous test (f), the results of this research show that together the variables investment knowledge, investment motivation and investment risk have a positive and significant effect on investment interest in the Islamic capital market.

Keywords: *Investment Knowledge, Investment Motivation, Investment Risk, Investment Interest, Investment, and Capital Markets*