

ASBTRAK

Skripsi berjudul “Minat Generasi Z Berinvestasi Di Pasar Modal Syariah: Pengembangan Theory Planned Behaviour (Studi Kasus Di Desa Sawahan Kecamatan Watulimo Kabupaten Trenggalek)”, ditulis oleh Andina Ika Pratiwi Nim. 126406203209, pembimbing Hj. Amalia Nuril Hidayati, M.Sy.

Penelitian ini dilatar belakangi oleh perkembangan *theory of planned behaviour* yang diterapkan pada minat Investasi Generasi Z Desa Sawahan, Kecamatan Watulimo, Kabupaten Trenggalek di pasar modal syariah. Dan ingin mengetahui pengaruh dari Sikap, Norma Subjektif dan Kontrol Perilaku terhadap minat investasi generasi z di pasar modal syariah.

Tujuan penelitian ini yaitu: 1) Untuk mengetahui adakah pengaruh yang signifikan variable Sikap terhadap minat Investasi Generasi Z di pasar modal syariah. 2) Untuk mengetahui pengaruh secara signifikan Norma Subjektif terhadap minat berinvestasi Generasi Z di pasar modal syariah. 3) Untuk mengetahui pengaruh secara signifikan Kontrol Perilaku terhadap minat berinvestasi Generasi Z di pasar modal syariah. 4) Untuk mengetahui pengaruh secara signifikan Sikap, Norma Subjektif, dan Kontrol Perilaku terhadap minat berinvestasi mahasiswa di pasar modal syariah.

Penelitian ini menggunakan pendekatan kuantitatif. Dengan jenis Investasi Sampel yang diambil dalam penelitian ini 100 Generasi Z di Desa Sawahan, Kecamatan Watulimo, Kabupaten Trenggalek, Sumber yang digunakan adalah data primer dengan menyebarkan kuesioner dan analisis yang digunakan regresi linier berganda dengan *software* SPSS 26.

Hasil penelitian ini menunjukkan bahwa: 1) Secara parsial variabel Sikap berpengaruh positif signifikan terhadap minat Generasi Z berinvestasi di pasar modal syariah. 2) Secara parsial Norma Subjektif berpengaruh positif signifikan terhadap minat Generasi Z berinvestasi di pasar modal syariah. 3) Secara parsial Kontrol Perilaku berpengaruh positif signifikan terhadap minat Generasi Z berinvestasi di pasar modal syariah. 4) Secara Bersama Simultan Sikap, Norma Subjektif dan Kontrol Perilaku berpengaruh positif signifikan terhadap minat Generasi Z berinvestasi di pasar modal syariah.

Kata Kunci : Sikap, Norma Subjektif, Kontrol Perilaku, Minat Investasi

ABSTRACT

The thesis entitled "Generation Z's Interest in Investing in the Sharia Capital Market: Development of Theory of Planned Behavior (Case Study in Sawahan Village, Watulimo District, Trenggalek Regency)", was written by Andina Ika Pratiwi Nim. 126406203209, supervisor Hj. Amalia Nuril Hidayati, M.Sy.

This research is motivated by the development of the theory of planned behavior which is applied to Generation Z's investment interest in Sawahan Village, Watulimo District, Trenggalek Regency in the sharia capital market. And want to know the influence of Attitudes, Subjective Norms and Behavioral Control on Generation Z's investment interest in the Islamic capital market.

The objectives of this research are: 1) To find out whether there is a significant influence of the Attitude variable on Generation Z's investment interest in the Islamic capital market. 2) To determine the significant influence of Subjective Norms on Generation Z's investment interest in the Islamic capital market. 3) To determine the significant influence of Behavioral Control on Generation Z's interest in investing in the Islamic capital market. 4) To determine the significant influence of Attitudes, Subjective Norms, and Behavioral Control on students' investment interest in the Islamic capital market.

This study uses a quantitative approach. With the type of investment, the sample taken in this research was 100 Generation Z in Sawahan Village, Watulimo District, Trenggalek Regency. The source used was primary data by distributing questionnaires and the analysis used multiple linear regression with SPSS 26 software.

The results of this research show that: 1) Partially the Attitude variable has a significant positive effect on Generation Z's interest in investing in the Islamic capital market. 2) Partially, Subjective Norms have a significant positive effect on Generation Z's interest in investing in the Islamic capital market. 3) Partially, Behavioral Control has a significant positive effect on Generation Z's interest in investing in the Islamic capital market. 4) Simultaneously Attitudes, Subjective Norms and Behavioral Control have a significant positive effect on Generation Z's interest in investing in the Islamic capital market.

Keywords: Attitude, Subjective Norms, Behavioral Control, Investment Interest