

## ABSTRAK

Skripsi berjudul “Pengaruh Literasi Keuangan Syariah, Fluktuasi Harga Emas, dan Preferensi Risiko Terhadap Keputusan Investasi Nasabah Cicilan Emas di Pegadaian Unit Pelayanan Cabang (UPC) Warujayeng Kabupaten Nganjuk” yang ditulis oleh Fena Nor Rohmah, NIM.1860406221037, Jurusan Bisnis dan Manajemen, Program Studi Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam dengan pembimbing Prof. Dr. Chusnul Chotimah, M.Ag.

**Kata kunci:** Literasi Keuangan Syariah, Fluktuasi Harga Emas, Preferensi Risiko, Keputusan Investasi

Penelitian ini dilatarbelakangi oleh meningkatnya minat masyarakat terhadap investasi emas melalui produk cicil emas, yang dipengaruhi oleh berbagai faktor baik internal maupun eksternal. Literasi keuangan syariah berperan dalam mengetahui tingkat pemahaman nasabah terkait pengetahuan dan kemampuan mengambil keputusan keuangan syariah, serta sikap dan kepercayaan diri dalam membuat keputusan keuangan syariah. Fluktuasi harga emas menjadi faktor eksternal yang dapat mempengaruhi persepsi nilai investasi. Selain itu preferensi risikomenentukan keberanian dan kesiapan individu dalam menghadapi ketidakpastian pasar. Oleh karena itu, ketiga faktor tersebut menjadi pertimbangan bagi nasabah dalam mengambil keputusan investasi cicil emas.

Tujuan penelitian yaitu: (1) Untuk menguji dan menganalisis pengaruh literasi keuangan syariah terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng, (2) Untuk menguji dan menganalisis pengaruh fluktuasi harga emas terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng, (3) Untuk menguji dan menganalisis pengaruh preferensi risiko terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng, (4) Untuk menguji dan menganalisis pengaruh literasi keuangan syariah, fluktuasi harga emas, dan preferensi risiko secara simultan terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif kausal. Data yang digunakan yaitu data primer yang diperoleh melalui penyebaran kuisisioner pada nasabah cicil emas. Teknik analisisdata menggunakan analisis regresi linear berganda dengan bantuan *software SPSS27*, melalui tahapan analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik, analisis koefisien determinasi, serta pengujian hipotesis secara simultan dan parsial.

Hasil penelitian menyatakan bahwa: (1) Literasi keuangan syariah berpengaruh positif signifikan terhadap keputusan nasabah cicilan emas di Pegadaian UPC Warujayeng, (2) Fluktuasi harga emas berpengaruh positif tidak signifikan terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng, (3) Preferensi risiko berpengaruh positif tidak signifikan terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng, (4) Literasi keuangan syariah, fluktuasi harga emas, dan preferensi risiko bersama-sama berpengaruh positif signifikan terhadap keputusan investasi nasabah cicilan emas di Pegadaian UPC Warujayeng.

## ABSTRACT

The thesis entitled "The Influence of Sharia Financial Literacy, Gold Price Fluctuations, and Risk Preferences on Investment Decisions of Gold Installment Customers at the Warujayeng Branch Service Unit (UPC) Pawnshop, Nganjuk Regency" written by Fena Nor Rohmah, NIM.1860406221037, Department of Business and Management, Sharia Financial Management Study Program, Faculty of Economics and Islamic Business with supervisor Prof. Dr. Chusnul Chotimah, M.Ag.

**Keywords:** Sharia Financial Literacy, Gold Price Fluctuations, Risk Preferences, Investment Decisions

This research is motivated by the increasing public interest in investing in gold through gold installment products, which is influenced by various factors, both internal and external. Sharia financial literacy plays a role in determining the level of customer understanding regarding knowledge and ability to make sharia financial decisions, as well as attitudes and confidence in making sharia financial decisions. Gold price fluctuations are an external factor that can influence the perception of investment value. In addition, risk preferences determine individual courage and readiness in facing market uncertainty. Therefore, these three factors are taken into consideration by customers when making gold installment investment decisions.

The research objectives are: (1) To test and analyze the influence of sharia financial literacy, gold price fluctuations, and risk preferences simultaneously on investment decisions of gold installment customers at Pegadaian UPC Warujayeng, (2) To test and analyze the influence of sharia financial literacy on investment decisions of gold installment customers at Pegadaian UPC Warujayeng, (3) To test and analyze the influence of gold price fluctuations on investment decisions of gold installment customers at Pegadaian UPC Warujayeng, (4) To test and analyze the influence of risk preferences on investment decisions of gold installment customers at Pegadaian UPC Warujayeng.

This research uses quantitative methods with a causal associative approach. The data used is primary data obtained through distributing questionnaires to gold installment customers. The data analysis technique uses multiple linear regression analysis with the help of SPSS27 software, through the stages of descriptive analysis, instrument testing (validity testing and reliability testing), classical assumption testing, coefficient of determination analysis, as well as simultaneous and partial hypothesis testing.

The results of the research state that: (1) Sharia financial literacy has a significant positive effect on gold installment customers' decisions at Pegadaian UPC Warujayeng, (2) Gold price fluctuations have a positive and insignificant effect on investment decisions of gold installment customers at Pegadaian UPC Warujayeng, (3) Risk preferences have an insignificant positive effect on investment decisions of gold installment customers at Pegadaian UPC Warujayeng, (4) Sharia financial literacy, price fluctuations gold, and risk preferences together have a significant positive effect on investment decisions of gold installment customers at Pegadaian UPC Warujayeng.