ABSTRAK

Skripsi dengan judul "Pengaruh Financial Literacy, Religiosity, dan Investor Psychology terhadap Nilai Investasi di Pasar Modal Syariah pada Kelompok Studi Pasar Modal Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan Individual Income sebagai Variabel Intervening" ini disusun oleh Rian Trimansyah, NIM. 1860402222113, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Eni Susilowati, M. Pd

Kata kunci: Financial Literacy, Religiosity, Investor Psychology, Individual Income, Nilai Investasi

Penelitian ini dilatarbelakangi oleh meningkatnya jumlah investor di pasar modal syariah, khususnya dari kalangan mahasiswa, yang tidak selalu diiringi dengan pemahaman keuangan yang memadai serta kontrol psikologis yang baik dalam pengambilan keputusan investasi. Selain itu, faktor religiositas dan tingkat pendapatan juga diduga turut memengaruhi perilaku investasi individu. Oleh karena itu, peneliti tertarik untuk meneliti pengaruh financial literacy, religiosity, dan investor psychology terhadap nilai investasi di pasar modal syariah pada Kelompok Studi Pasar Modal UIN Sayyid Ali Rahmatullah Tulungagung dengan langsung individual income sebagai variabel intervening.

Penelitian ini bertujuan untuk menganalisis pengaruh (1) financial literacy religiosity, dan investor psychology terhadap nilai investasi; (2) menganalisis pengaruh financial literacy, religiosity, dan investor psychology terhadap individual income; (3) menganalisis pengaruh individual income terhadap nilai investasi; dan (4) menganalisis pengaruh tidak langsung financial literacy, religiosity, dan investor psychology terhadap nilai investasi melalui individual income sebagai variabel intervening.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah responden sebanyak anggota Kelompok Studi Pasar Modal UIN SATU Tulungagung. Data dikumpulkan melalui kuesioner dengan skala Likert. Teknik analisis data yang digunakan adalah Partial Least Square (PLS) dengan bantuan aplikasi SmartPLS V.4.0.

Hasil penelitian menunjukkan bahwa: (1) financial literacy dan investor psychology berpengaruh positif dan signifikan terhadap nilai investasi, (2) religiosity tidak berpengaruh signifikan terhadap nilai investasi, (3) financial literacy dan religiosity berpengaruh positif dan signifikan terhadap individual income, (4) investor psychology tidak berpengaruh signifikan terhadap individual income, (5) individual income berpengaruh positif dan signifikan terhadap nilai investasi, (6) financial literacy dan religiosity berpengaruh signifikan terhadap nilai investasi melalui individual income sebagai variabel intervening, dan (7) investor psychology tidak berpengaruh signifikan terhadap nilai investasi melalui individual income sebagai variabel intervening.

ABSTRACT

This thesis entitled "The Influence of Financial Literacy, Religiosity, and Investor Psychology on Investment Value in the Sharia Capital Market in the Capital Market Study Group at Sayyid Ali Rahmatullah State Islamic University, Tulungagung using Individual Income as an Intervening Variable" was written by Rian Trimansyah, NIM. 1860402222113, Department of Sharia Economics, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung, with the supervisor of Eni Susilowati, M. Pd

Keywords: Financial Literacy, Religiosity, Investor Psychology, Individual Income, Investment Value

This research is motivated by the increasing number of investors in the Islamic capital market, particularly among university students, who are not always accompanied by adequate financial understanding and good psychological control in making investment decisions. Furthermore, religiosity and income levels are also suspected to influence individual investment behavior. Therefore, the researcher is interested in examining the influence of financial literacy, religiosity, and investor psychology on investment value in the Islamic capital market in the Capital Market Study Group at UIN Sayyid Ali Rahmatullah Tulungagung, using individual income as a direct intervening variable.

This study aims to (1) analyze the influence of financial literacy, religiosity, and investor psychology on investment value; (2) analyze the influence of financial literacy, religiosity, and investor psychology on individual income; (3) analyze the influence of individual income on investment value; and (4) analyze the indirect influence of financial literacy, religiosity, and investor psychology on investment value through individual income as an intervening variable.

This research uses a quantitative approach with an associative research type. The sampling technique applied is purposive sampling, with respondents consisting of members of the Capital Market Study Group at UIN SATU Tulungagung. Data were collected through questionnaires using a Likert scale. The data analysis technique used is Partial Least Square (PLS) with the help of SmartPLS V.4.0. software.

The results show that: (1) financial literacy and investor psychology has a positive and significant effect on investment value, (2) religiosity does not have a significant effect on investment value, (3) financial literacy and religiosity has a positive and significant effect on individual income, (4) investor psychology does not have a significant effect on individual income, (5) individual income has a positive and significant effect on investment value, (6) financial literacy and religiosity has a significant effect on investment value through individual income as an intervening variable, and (7) investor psychology does not have a significant effect on investment value through individual income as an intervening variable.