ABSTRAK

Skripsi dengan judul “Pengaruh Kinerja Keuangan dan *Investor Attention* Terhadap *Return* Saham pada Perusahaan *Financial Technology* yang Terdaftar di Bursa Efek Indonesi Ditinjau dari Perspektif Syariah” ini ditulis oleh Dea Meika, NIM. 1860403222056, dengan pembimbing Sri Dwi Estiningrum, S.E., Ak., M.M., C.A.

Kata Kunci: Kinerja Keuangan, *Investor Attention,* Return Saham, Perspektif Syariah

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan perusahaan *financial technology* di Indonesia yang mendorong dinamika baru dipasar modal. Karakteristik saham *financial technology* memiliki volatilitas tinggi dan ketergantungan pada inovasi teknologi yang menyebabkan hubungan antara faktor fundamental seperti kinerja keuangan dan *return* saham menjadi kompleks. Selain faktor fundamental, terdapat perhatian investor atau *investor attention* yang diukur melalui aktivitas pencarian digital menjadi faktor non-fundamental yang semakin relevan dalam memengaruhi *return* maupun harga saham di era digital.

Tujuan dari penelitian ini adalah (1) menganalisis pengaruh kinerja keuangan dan *investor attention* terhadap *return* saham pada perusahaan *financial technology*. (2) menganalisis pengaruh kinerja keuangan terhadap *return* saham pada perusahaan *financial technology*. (3) menganalisis pengaruh *investor attention* terhadap *return* saham pada perusahaan *financial technology*. (4) menganalisis kinerja keuangan, *investor attention*, dan *return* saham pada perusahaan *financial technology* ditinjau dari perspektif syariah.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi data panel. Teknik pengambilan sampling menggunakan purposive sampling dengan periode pengamatan Januari 2023 hingga September 2025. Pengolahan data dilakukan menggunakan software Eviews 12. Kinerja keuangan diukur menggunakan *Return on Asset,* sedangkan *investor attention* diperoleh melalui data di Google Trends.

Hasil penelitian menunjukkan bahwa (1) secara simultan, kinerja keuangan (ROA) dan *investor attention* berpengaruh positif dan signifikan terhadap return saham, (2) secara parsial, kinerja keuangan (ROA) berpengaruh positif dan signifikan terhadap *return* saham, (3) secara parsial, *investor attention* berpengaruh negatif namun tidak signifikan terhadap *return* saham, (4) dalam perspektif syariah, kinerja keuangan mencerminkan hasil usaha secara riil yang selaras dengan prinsip *maqasid al-syariah* khususnya dalam menjaga dan mengembangkan harta, sedangkan *investor attention* harus diarahkan pada pengambilan keputusan yang rasional dan transparan guna menghindari praktik spekulasi (gharar) dan maysir.

ABSTRACT

This undergraduate thesis, entitled "The Influence of Financial Performance and Investor Attention on Stock Returns of Financial Technology Companies Listed on the Indonesia Stock Exchange from a Shariah Perspective" was written by Dea Meika, NIM. 1860403222056, under the supervision of Sri Dwi Estiningrum, S.E., Ak., M.M., C.A.

Keywords: Financial Performance, Investor Attention, Stock Return, Shariah Perspective

This research is motivated by the rapid development of financial technology companies in Indonesia, which has driven new dynamics in the capital market. The characteristics of financial technology stocks, characterized by high volatility and a dependence on technological innovation, make the relationship between fundamental factors such as financial performance and stock returns complex. In addition to fundamental factors, investor attention—measured through digital search activity—has become an increasingly relevant non-fundamental factor in influencing both stock returns and prices in the digital era.

The objectives of this research are to: (1) analyze the influence of financial performance and investor attention on stock returns in financial technology companies; (2) analyze the influence of financial performance on stock returns in financial technology companies; (3) analyze the influence of investor attention on stock returns in financial technology companies; and (4) analyze financial performance, investor attention, and stock returns in financial technology companies from a Sharia perspective.

This research method uses a quantitative approach with panel data regression analysis. The sampling technique used was purposive sampling with an observation period from January 2023 to September 2025. Data processing was performed using Eviews 12 software. Financial performance was measured using Return on Assets (ROA), while investor attention was obtained through Google Trends data.

The results show that, (1) simultaneously, financial performance (ROA) and investor attention have a positive and significant effect on stock returns. (2) Partially, financial performance (ROA) has a positive and significant effect on stock returns. (3) Partially, investor attention has a negative but non-significant effect on stock returns. (4) From a Sharia perspective, financial performance reflects real business results that align with the principles of Maqasid al-Sharia, specifically in preserving and developing wealth, while investor attention must be directed toward rational and transparent decision-making to avoid speculative practices (gharar) and gambling (maysir).