ABSTRAK

Penelitian dengan judul "Pengaruh Persepsi Risiko, Ekspektasi Return, dan Kemudahan Akses Digital terhadap Keputusan Investasi di Pasar Modal Syariah (Studi pada Mahasiswa Manajemen Keuangan Syariah UIN Sayyid Ali Rahmatullah Tulungagung)" ini ditulis oleh Aziz Suryolelono, NIM 126406213163, Program Studi Manajemen Keuangan Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung.

Kata Kunci: Persepsi Risiko, Ekspektasi Return, Kemudahan Akses Digital, Keputusan Investasi, Pasar Modal Syariah.

Penelitian ini dilatarbelakangi oleh semakin pesatnya perkembangan teknologi digital dalam mendorong peningkatan akses masyarakat, khususnya mahasiswa, terhadap instrumen investasi dalam pasar modal syariah. Meskipun demikian, tingkat keputusan investasi bagi kalangan mahasiswa masih terbilang rendah. Hal tersebut disebabkan oleh berbagai pertimbangan, diantaranya persepsi risiko yang tinggi, ekspektasi return yang belum realistis, serta pemanfaatan akses digital yang belum optimal. Oleh karena itu, diperlukan kajian empiris untuk mengetahui faktor-faktor yang memengaruhi keputusan investasi mahasiswa di pasar modal syariah.

Tujuan peneliti ini adalah, (1) menguji pengaruh persepsi risiko terhadap keputusan investasi di pasar modal syariah, (2) menguji pengaruh ekspektasi return terhadap keputusan investasi di pasar modal syariah, (3) menguji pengaruh kemudahan akses digital terhadap keputusan investasi di pasar modal syariah, dan (4) menguji pengaruh persepsi risiko, ekspektasi return, dan kemudahan akses digital secara simultan terhadap keputusan investasi di pasar modal syariah.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel yang digunakan adalah nonprobability sampling / purposive sampling, Dengan sampel penelitian mahasiswa Program Studi Manajemen Keuangan Syariah Angkatan 2021-2022 UIN Sayyid Ali Rahmatullah Tulungagung yang telah memiliki akun investasi di pasar modal syariah. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa (1)persepsi risiko berpengaruh signifikan terhadap keputusan investasi, (2) ekspektasi return berpengaruh signifikan terhadap keputusan investasi, serta (3) kemudahan akses digital berpengaruh signifikan terhadap keputusan investasi di pasar modal syariah. (4) sementara secara simultan persepsi risiko, ekspektasi return, dan kemudahan akses digital berpengaruh signifikan terhadap keputusan investasi di pasar modal syariah, dan secara parsial.

ABSTRACT

The research entitled "The Influence of Risk Perception, Return Expectation, and Ease of Digital Access on Investment Decisions in the Sharia Capital Market (A Study of Sharia Financial Management Students at UIN Sayyid Ali Rahmatullah Tulungagung)" was written by Aziz Suryolelono, Student ID 126406213163, Sharia Financial Management Study Program, Faculty of Islamic Economics and Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung.

Keywords: Risk Perception, Return Expectation, Ease of Digital Access, Investment Decision, Sharia Capital Market.

This research was motivated by the rapid development of digital technology, which has increased public access, particularly among students, to investment instruments in the sharia capital market. Nevertheless, the level of investment decision-making among students remains relatively low. This condition is influenced by several considerations, including high risk perception, unrealistic return expectations, and the suboptimal utilization of digital access. Therefore, an empirical study is required to identify the factors that influence students' investment decisions in the sharia capital market.

The objectives of this study were to (1) examine the effect of risk perception on investment decisions in the sharia capital market, (2) examine the effect of return expectation on investment decisions in the sharia capital market, (3) examine the effect of ease of digital access on investment decisions in the sharia capital market, and (4) examine the simultaneous effect of risk perception, return expectation, and ease of digital access on investment decisions in the sharia capital market.

This study employed a quantitative approach with an associative research design. The sampling technique used was non-probability sampling, specifically purposive sampling. The research sample consisted of Sharia Financial Management students from the 2021–2022 cohorts at UIN Sayyid Ali Rahmatullah Tulungagung who had investment accounts in the sharia capital market. Data were collected through questionnaire distribution and analyzed using multiple linear regression analysis.

The results of this study indicate that (1) risk perception has a significant effect on investment decisions, (2) return expectation has a significant effect on investment decisions, and (3) ease of digital access has a significant effect on investment decisions in the sharia capital market. Meanwhile, (4) simultaneously, risk perception, return expectation, and ease of digital access have a significant effect on investment decisions in the sharia capital market.