

ABSTRAK

Syafira Indriyani, 2020210028, Pengaruh Pengetahuan Investasi, Modal Minimal, dan Persepsi Imbal Hasil terhadap Minat Investasi Generasi Z di Pasar Modal Syariah Dimediasi Risiko Investasi (Studi Kasus di Provinsi Jawa Tengah)

Pada era saat ini pasar modal syariah di Indonesia berkembang pesat hingga menjadi peluang untuk meningkatkan jumlah investor muslim dengan berinvestasi di pasar modal syariah. Generasi Z akan menjadi investor aktif diberbagai sektor investasi mulai dari tahun 2022. Bila dibandingkan dengan negara-negara lain, animo masyarakat Indonesia untuk berinvestasi masih cukup rendah hanya 0,15% dari penduduk Indonesia. Tujuan penelitian ini untuk menguji hubungan pengetahuan investasi, modal minimal, dan persepsi imbal hasil terhadap minat investasi generasi Z di pasar modal syariah dimediasi risiko investasi. Penelitian ini menggunakan jenis penelitian *field research* dan pendekatan kuantitatif. Penelitian ini mengolah data primer yang diperoleh dari kuesioner, sedangkan teknik pengambilan sampel menggunakan metode *sampling purposive* dan memperoleh sampel sebanyak 100 responden. Teknik analisis data yang digunakan yakni metode analisis data SEM PLS (*Structural Equation Model-Partial Least Square*), serta diolah menggunakan program SmartPLS versi 4.0. Berdasarkan uji hipotesis yang telah dilakukan menghasilkan bahwa variabel modal minimal dan persepsi imbal hasil berpengaruh terhadap minat investasi di pasar modal syariah, sedangkan variabel pengetahuan investasi tidak berpengaruh. Untuk hasil uji hipotesis mediasi menunjukkan bahwa pengetahuan investasi dan persepsi imbal hasil berpengaruh terhadap minat investasi dimediasi risiko investasi, sedangkan variabel modal minimal tidak berpengaruh bila dimediasi risiko investasi. Penelitian ini diharapkan dapat dijadikan bahan pertimbangan sebelum calon investor melakukan investasi di pasar modal syariah.

Kata Kunci : Pengetahuan Investasi; Modal Minimal; Persepsi Imbal Hasil; Minat Investasi; Risiko Investasi.

ABSTRACT

Syafira Indriyani, 2020210028, *The Influence of Investment Knowledge, Minimum Capital, and Perception of Returns on Generation Z's Investment Interest in The Sharia Capital Market is Mediated by Investment Risk (Case Study in Central Java Province)*

In the current era, the sharia capital market in Indonesia is growing rapidly, creating an opportunity to increase the number of Muslim investors by investing in the sharia capital market. Generation Z will become active investors in various investment sectors starting from 2022. When compared with other countries, the Indonesian people's interest in investing is still quite low, only 0.15% of the Indonesian population. The aim of this research is to examine the relationship between investment knowledge, minimum capital and perceived returns on generation Z's investment interest in the Islamic capital market, mediated by investment risk. This research uses field research and a quantitative approach. This research processes primary data obtained from questionnaires, while the sampling technique uses a purposive sampling method and obtains a sample of 100 respondents. The data analysis technique used is the SEM PLS (Structural Equation Model-Partial Least Square) data analysis method, and processed using the SmartPLS version 4.0 program. Based on the hypothesis testing that has been carried out, it shows that the minimum capital variable and perceived returns have an effect on investment interest in the Islamic capital market, while the investment knowledge variable has no effect. The results of the mediation hypothesis test show that investment knowledge and perception of returns influence investment interest mediated by investment risk, while the minimum capital variable has no effect when mediated by investment risk. It is hoped that this research can be used as consideration before potential investors invest in the Islamic capital market.

Keywords : *Investment Knowledge; Minimum Capital; Perception of Returns; Investment Interest; Investment Risk.*