

ABSTRAK

ANALISIS PENGARUH *FINANCIAL INFORMATION*, *INVESTMENT CAPABILITIES*, *PAST EXPERIENCE* DAN *THE QUALITY OF RETURN* TERHADAP LOYALITAS MAHASISWA INVESTOR DI PASAR MODAL SYARIAH (STUDI TERHADAP MAHASISWA INVESTOR DI UMY)

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*Penelitian ini bertujuan untuk menganalisis loyalitas mahasiswa investor dalam berinvestasi di Pasar Modal Syariah dengan menggunakan variable *Financial Information*, *Investment Capabilities*, *Past Experience* dan *The Quality Of Return*. Penelitian ini dilaksanakan di kalangan mahasiswa UMY yang sudah berinvestasi dengan jangka waktu lebih dari satu tahun dan sudah melakukan pembelian saham syariah secara berulang. Metode yang digunakan adalah kuantitatif dengan menggunakan data primer yang bersumber dari kuesioner yang disebar baik secara langsung melalui kertas. Hasil penelitian menunjukkan bahwa: 1) *Financial Information* berpengaruh signifikan terhadap *Loyalitas Investor* di pasar modal Syariah 2) *Investment Capabilities* berpengaruh signifikan terhadap *Loyalitas Investor* di pasar modal Syariah 3) *Past Experience* tidak berpengaruh signifikan terhadap *Loyalitas Investor* di pasar modal Syariah 4) *The Quality Of Return* berpengaruh signifikan terhadap *Loyalitas Investor* di pasar modal Syariah .*

Kata Kunci: Loyalitas, Mahasiswa Investor, Pasar Modal Syariah

ABSTRACT

***ANALYSIS EFFECT OF FINANCIAL INFORMATION, INVESTMENT CAPABILITIES,
PAST EXPERIENCE AND THE QUALITY OF RETURN ON
LOYALTY OF INVESTOR STUDENTS IN SHARIA CAPITAL MARKET
(STUDY ON INVESTOR STUDENTS IN UMY)***

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The purpose of this research is to analyst the loyalty of student investor on investing in Syariah capital market with variable Financial Information, Investment Capabilities, Past Experience dan The Quality Of Return. This research was held among the student of UMY whose invested more than a year and had bought syariah stock more than once. The method used in this research was Quantitative with primer data which source taken from questionnaire distributed directly or online to the audience and were managed with SPSS software. The result of this research showed that The Financial information significantly take effect to the loyalty of the investor in the Syariah capital market, Investment Capabilities significantly take effect to the loyalty of the investor in the Syariah capital market, while the Past Experience didn't affected much to the loyalty of the investor in the Syariah capital market and The Quality Of Return significantly has effect on it.

Keywords: Loyalty, Student Investor, Syariah Capital Market