

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh edukasi investasi, tingkat keuntungan, persepsi risiko, aspek kehalalan, dan modal awal terhadap minat mahasiswa berinvestasi di pasar modal syariah. Data penelitian merupakan data primer yang diperoleh langsung oleh peneliti melalui kuisioner yang diberikan kepada 100 responden. Metode pengambilan sampel yang digunakan peneliti adalah metode *purposive sampling*. Teknik analisis data menggunakan uji asumsi klasik dan uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa secara parsial tingkat keuntungan, dan modal awal mempengaruhi secara positif dan signifikan minat mahasiswa berinvestasi, sedangkan edukasi investasi, persepsi risiko, dan aspek kehalalan tidak mempengaruhi minat mahasiswa berinvestasi di pasar modal syariah, dan secara simultan edukasi investasi, tingkat keuntungan, persepsi risiko, aspek kehalalan, dan modal awal mempengaruhi secara positif dan signifikan minat mahasiswa berinvestasi di pasar modal syariah.

Kata Kunci: Edukasi Investasi, Persepsi Risiko, Tingkat Keuntungan, Aspek Kehalalan, Modal Awal, Minat Berinvestasi di Pasar Modal Syariah

ABSTRACT

This study aims to determine the effect of investment education, profit level, risk perception, halal aspects, and initial capital towards the interest of students investing in the Islamic capital market. Research data is primary data obtained directly by researchers through a questionnaire given to 100 respondents. The sampling method used by researchers is the purposive sampling method. The data analysis technique uses the classical assumption test and multiple linear regression test. The results of this study indicate that partially the level of profit and initial capital positively and significantly affects students' interest in investing. While investment education, risk perception, and halal aspects do not affect students' interest in investing in the Islamic capital market, and simultaneously investment education, profit level, perceptions of risk, aspects of halal, and initial capital positively and significantly affect students' interest in investing in the Islamic capital market.

Keywords: Investment Education, Risk Perception, Profit Level, Halal Aspect, Initial Capital, Interest in Investing in Islamic Capital Market