

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
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Dila Aprilia

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Peran mediasi Minat Investasi pada Pengaruh Pengetahuan Investasi dan Motivasi terhadap Keputusan Investasi Saham serta Tinjauannya dari Sudut Pandang Islam (Studi Kasus pada Generasi Z di Jakarta Pusat)

(142 halaman + xv halaman + 18 tabel + 6 gambar + 6 lampiran)

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pengetahuan investasi dan motivasi investasi terhadap keputusan investasi saham dengan minat investasi sebagai variabel mediasi pada Generasi Z di Jakarta Pusat. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Responden penelitian merupakan investor saham yang telah melakukan transaksi pembelian saham sebanyak 132 orang dan dipilih melalui teknik purposive sampling. Analisis data dilakukan menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa pengetahuan investasi dan motivasi investasi berpengaruh positif dan signifikan terhadap keputusan investasi saham. Selain itu, kedua variabel tersebut juga berpengaruh positif dan signifikan terhadap minat investasi. Minat investasi terbukti berperan sebagai variabel mediasi dalam hubungan antara pengetahuan investasi dan motivasi investasi terhadap keputusan investasi saham. Temuan ini menunjukkan bahwa peningkatan pengetahuan dan motivasi investasi dapat mendorong minat investasi yang lebih tinggi sehingga berdampak pada pengambilan keputusan investasi saham. Pengetahuan investasi dan motivasi yang tepat membentuk minat sebagai wujud niat, yang selanjutnya mendorong lahirnya keputusan investasi saham yang lebih rasional, penuh pertimbangan, dan sejalan dengan prinsip syariah, sehingga investor dapat terhindar dari praktik riba, gharar, dan maysir.

Kata Kunci: Minat Investasi, Pengetahuan Investasi, Motivasi, Keputusan Investasi Saham, Saham, Halal, *Generasi Z*, Jakarta Pusat.

ABSTRACT

*Faculty of Economics and Business
Study Program S-1 Management
2025*

***Dila Aprilia
120.2022.031***

The Mediating Role of Investment Interest in the Influence of Investment Knowledge and Motivation on Stock Investment Decisions and Its Review from an Islamic Perspective (Case Study on Generation Z in Central Jakarta)
(142 pages + xv pages + 18 tables + 6 figures + 6 appendices)

Abstract Description

*This study aims to analyze the influence of investment knowledge and investment motivation on stock investment decisions, with investment interest as a mediating variable among Generation Z in Central Jakarta. The study used a quantitative approach with a survey method. The study respondents were 132 stock investors who had made stock purchases and were selected through a purposive sampling technique. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results showed that investment knowledge and investment motivation had a positive and significant effect on stock investment decisions. In addition, both variables also had a positive and significant effect on investment interest. Investment interest was proven to act as a mediating variable in the relationship between investment knowledge and investment motivation on stock investment decisions. These findings indicate that increasing investment knowledge and motivation can encourage higher investment interest, which has an impact on stock investment decision-making. Appropriate investment knowledge and motivation shape interest as a form of intention, which in turn encourages the emergence of more rational, considered, and sharia-compliant stock investment decisions, thereby preventing investors from engaging in *riba*, *gharar*, and *maysir*.*

Keywords: *Investment Interest, Investment Knowledge, Motivation, Stock Investment Decisions, Stocks, Halal, Generation Z, Central Jakarta.*