THE INFLUENCE OF ISLAMIC FINANCIAL LITERACY, PERCEIVED RETURN, AND MOTIVATION ON INVESTMENT INTEREST IN THE ISLAMIC CAPITAL MARKET

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ABSTRACT

This study aims to determine the effect of Islamic financial literacy, perceived return, and motivation on investment interest in the Islamic capital market. The research method is quantitative with a sample of 150 people living in Jabodetabek who know about the Islamic capital market. Collecting data using an online questionnaire via google form. Data were analyzed by multiple linear regression method using SPSS version 25 software data processing tool. Hypothesis testing using T test, F test, and coefficient of determination test. The results showed that the variables of Islamic financial literacy, perceived return, and motivation had a simultaneous effect on investment interest. Partially, the perceived return and motivation variables show a positive and significant effect, while the Islamic financial literacy variable has no effect on investment interest. From the results of the coefficient of determination test, it shows that the three independent variables affect the investment interest variable by 22%, the rest is influenced by other independent variables not examined. Based on the overall findings in this study, it is necessary to have a strategy in optimizing socialization and education related to the Islamic capital market so that it is more evenly distributed.

Keywords : Islamic Finance, Literacy, Investment Interest, Motivation, Perceived Return

PENGARUH LITERASI KEUANGAN SYARIAH, PERSEPSI *RETURN*, DAN MOTIVASI TERHADAP MINAT INVESTASI DI PASAR MODAL SYARIAH

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh literasi keuangan syariah, persepsi *return*, dan motivasi terhadap minat investasi di pasar modal syariah. Metode penelitian adalah kuantitatif dengan sampel sejumlah 150 orang masyarakat berdomisili di Jabodetabek yang mengetahui tentang pasar modal syariah. Pengumpulan data menggunakan kuesioner *online* melalui *google form*. Data dianalisis dengan metode regresi linier berganda menggunakan alat bantu olah data *software SPSS version 25*. Uji hipotesis menggunakan uji T, uji F, dan uji koefisien determinasi. Hasil penelitian menunjukkan variabel literasi keuangan syariah, persepsi *return*, dan motivasi berpengaruh secara simultan terhadap minat investasi. Secara parsial, variabel persepsi *return* dan motivasi menunjukkan pengaruh positif dan signifikan, sedangkan variabel literasi keuangan syariah tidak berpengaruh terhadap minat investasi. Dari hasil uji koefisien determinasi menunjukkan bahwa ketiga variabel *independent* memengaruhi variabel minat investasi sebesar 22%, sisanya dipengaruhi oleh varibel *independent* lain yang tidak diteliti. Berdasarkan keseluruhan hasil temuan dalam penelitian ini, perlu adanya strategi dalam mengoptimalkan sosialisasi dan edukasi terkait pasar modal syariah agar semakin merata.

Kata Kunci : Keuangan Syariah, Literasi, Minat Investasi, Motivasi, Persepsi *Return*