

## INTISARI

Perkembangan pasar Modal di Indonesia sangat signifikan, dengan di terapkannya kampanye Yuk Nabung Saham semakin menambah jumlah investor *domestic* di Indonesia. Kustodian Sentral Efek Indonesia (KSEI) mencatat per 9 Agustus 2019, jumlah investor pasar modal mencapai 2.070.394 orang, meningkat 27,8 persen dari posisi Desember 2018. Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengetahuan Investasi terhadap Sikap, Motivasi Investasi terhadap Sikap, Persepsi terhadap Resiko terhadap Sikap, Sikap berpengaruh terhadap Minat, Norma Subjektif berpengaruh terhadap Minat Investasi, dan Minat Investasi berpengaruh terhadap Perilaku Investor Di Pasar Modal Syariah

Populasi dalam penelitian ini adalah investor Pasar Modal Syariah di wilayah DIY & Jateng. Sampel yang diambil dalam penelitian ini adalah sebagian Investor Syariah di wilayah DIY & Jateng yang berjumlah 213 responden. Pengambilan sampel menggunakan teknik non probability dengan metode convenience sampling dan model penelitian akan dianalisa dengan menggunakan *Structural Equation Model* (SEM), dengan menggunakan bantuan software AMOS.

Hasil penelitian ini menunjukkan bahwa pengetahuan investasi berpengaruh signifikan negatif terhadap sikap, motivasi investasi berpengaruh signifikan positif terhadap sikap, persepsi terhadap resiko berpengaruh signifikan negatif terhadap sikap, sikap berpengaruh signifikan positif terhadap minat, norma subjektif berpengaruh signifikan positif terhadap minat dan minat berpengaruh signifikan positif terhadap perilaku investor.

**Kata Kunci :** Pengetahuan Investasi, Motivasi Investasi, Persepsi terhadap Resiko, Sikap, Norma Subjektif, Minat Investasi, Perilaku Investor

## ***ABSTRACT***

The development of the capital market in Indonesia is very significant, with the implementation of the Yuk Savings Stock campaign to increase the number of domestic investors in Indonesia. The Indonesian Central Securities Depository (KSEI) noted that as of August 9, 2019, the number of capital market investors reached 2,070,394 people, an increase of 27.8 percent from the position in December 2018. This study aimed to find out and analyze Investment Knowledge on Attitudes, Investment Motivation on Attitudes, Perceptions of Risks towards Attitudes, Attitudes Influence Interests, Subjective Norms Affect Investment Interests, and Investment Interests Affect Investors Behavior in Sharia Capital Markets

The population in this study are Islamic Capital Market investors in the DIY & Central Java region. Samples taken in this study are some Shariah Investors in DIY & Central Java, which total 213 respondents. Sampling using non-probability techniques with convenience sampling method and research models will be analyzed using Structural Equation Model (SEM), using the help of AMOS software.

The results of this study indicate that investment knowledge has a significant negative effect on attitude, investment motivation has a significant positive effect on attitude, perception of risk has a significant negative effect on attitude, attitude has a significant positive effect on interest, subjective norms has a significant positive effect on interest and interest has a significant positive effect on investor behavior.

**Keywords:** Investment Knowledge, Investment Motivation, Risk Perception, Attitude, Subjective Norms, Investment Interest, Investor Behavior