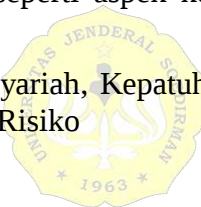


RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh kepatuhan syariah, *return*, risiko, dan pengetahuan investasi terhadap minat mahasiswa berinvestasi saham di pasar modal syariah. Populasi pada penelitian ini yaitu seluruh mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman pada tahun 2020 dengan jumlah 3772 mahasiswa. Teknik pengumpulan sampel menggunakan teknik *probability sampling* sehingga diperoleh sampel sebanyak 100 responden. Data yang dikumpulkan dianalisis menggunakan teknik analisis regresi linear berganda. Hasil penelitian ini menyatakan bahwa: (1) Kepatuhan syariah berpengaruh positif terhadap minat mahasiswa berinvestasi saham di pasar modal syariah; (2) *Return* berpengaruh positif terhadap minat mahasiswa berinvestasi saham di pasar modal syariah; (3) Risiko tidak berpengaruh terhadap minat mahasiswa berinvestasi saham di pasar modal syariah; (4) Pengetahuan investasi berpengaruh positif terhadap minat mahasiswa berinvestasi saham di pasar modal syariah. Implikasi dari penelitian ini ialah minat mahasiswa berinvestasi saham di pasar modal syariah dapat ditingkatkan dengan berbagai faktor yang mempengaruhinya seperti aspek kepatuhan syariah, *return*, risiko, dan pengetahuan investasi.

Kata Kunci: Investasi Saham Syariah, Kepatuhan Syariah, Minat, Pengetahuan Investasi, *Return*, Risiko



SUMMARY

This study aims to determine the influence of sharia compliance, return, risk, and investment knowledge on students' interest in investing in shares in the Islamic capital market. The population in this study was all active students of the Faculty of Economics and Business at Jenderal Soedirman University in 2020 with 3772 students. The sample collection technique used probability sampling technique so that a sample of 100 respondents was obtained. The data collected were analyzed using multiple linear regression analysis techniques. The results of this study indicate that: (1) Sharia compliance has a positive effect on students' interest in investing in shares in the Islamic capital market; (2) Return has a positive effect on students' interest in investing in shares in the Islamic capital market; (3) Risk has no effect on students' interest in investing in shares in the Islamic capital market; (4) Investment knowledge has a positive effect on students' interest in investing in Islamic capital market. This research implies that students' interest in investing in shares in the Islamic capital market can be increased by factors that influence it, such as sharia compliance, return, risk, and investment knowledge.

Keywords: *Sharia Stock Investment, Sharia Compliance, Interest, Investment Knowledge, Return, Risk*

