

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pemahaman investasi syariah terhadap keputusan berinvestasi di pasar modal syariah dengan pendekatan *Theory of Planned Behavior* (TPB). Jenis data yang digunakan merupakan data primer yang di dapat dari penyebaran kuesioner. Metode analisis menggunakan analisis deskriptif kuantitatif dengan alat *Structural Equation Modeling Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa Pemahaman investasi syariah berpengaruh secara langsung terhadap keputusan berinvestasi. Pemahaman investasi syariah berpengaruh secara langsung terhadap sikap, norma subjektif, dan persepsi kontrol perilaku. Norma subjektif dan persepsi kontrol perilaku berpengaruh secara langsung terhadap keputusan berinvestasi. Pemahaman investasi syariah berpengaruh secara tidak langsung terhadap keputusan berinvestasi melalui norma subjektif dan persepsi kontrol perilaku. Sikap tidak memiliki pengaruh secara langsung maupun tidak langsung terhadap keputusan berinvestasi. Penelitian ini memberikan implikasi bagi investor, edukator, dan regulator dalam meningkatkan pemahaman investasi syariah dan mendorong partisipasi investor di pasar modal syariah.

Kata kunci: Pemahaman investasi syariah, Keputusan berinvestasi, Pasar modal syariah, Theory of Planned Behavior (TPB)

ABSTRAC

This study aims to analyze the influence of Sharia investment understanding on investment decisions in the Sharia capital market using the Theory of Planned Behavior (TPB) approach. The type of data used is primary data obtained from a questionnaire survey. The analysis method uses quantitative descriptive analysis with the Structural Equation Modeling Partial Least Squares (SEM-PLS) tool. The results of the study show that Sharia investment understanding has a direct effect on investment decisions. Sharia investment understanding has a direct effect on attitudes, subjective norms, and perceived behavioral control. Subjective norms and perceived behavioral control have a direct effect on investment decisions. Sharia investment understanding has an indirect effect on investment decisions through subjective norms and perceived behavioral control. Attitude has no direct or indirect effect on investment decisions. This research provides implications for investors, educators, and regulators to increase understanding of Sharia investment and encourage investor participation in the Sharia capital market.

Keywords: *Sharia investment understanding, Investment decision, Sharia capital market, Theory of Planned Behavior (TPB)*