ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* terhadap keputusan berinvestasi di pasar modal syariah. Adapun variabel yang digunakan dalam penelitian ini ada enam, yaitu *Online Communities* (X1), *Interaction* (X2), *Sharing of Content* (X3), *Accessibility* (X4), *Credibility* (X5), dan Keputusan Berinvestasi (Y). Penelitian ini dilakukan dengan pendekatan kuantitatif dengan menggunakan data primer. Data primer yang diperoleh melalui penyebaran kuesioner. Populasi dalam penelitian ini adalah mahasiswa jurusan Manajemen Bisnis di Politeknik Negeri Sriwijaya. Kemudian sampel yang digunakan sebanyak 91 orang responden. Adapun teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Analisis yang digunakan dalam penelitian adalah uji instrumen, uji asumsi klasik, uji hipotesis, dan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa variabel *online communities, interaction, sharing of content, accessibility*, dan *credibility* secara simultan berpengaruh terhadap keputusan berinvestasi di pasar modal syariah dengan nilai $F_{hitung} > F_{tabel}$ yaitu (7,606>2,32). Sedangkan hasil uji secara parsial menunjukkan bahwa hanya vaiabel *accessibility* dengan nilai $t_{hitung} > t_{tabel}$ (2,241>1,992) yang berpengaruh siginifikan terhadap keputusan berinvestasi di pasar modal syariah.

Kata Kunci: *Social Media Marketing*, Pasar Modal Syariah, Keputusan Berinvestasi

ABSTRACT

This study aims to determine the effect of social media marketing on investment decisions in the islamic capital market. There are six variables used in this study, namely Online Communities (X1), Interaction (X2), Sharing of Content (X3), Accessibility (X4), Credibility (X5), and Investment Decision (Y). This research was conducted with a quantitative approach using primary data. Primary data obtained through books, journals that support research. The population in this study were students majoring in Business Management at the Sriwijaya State Polytechnic. Then te sampel used was 91 respondents. The sampling technique used is purposive sampling. The analysis used in this research is instrument test, classical assumption test, hypothesis test, and multiple linear regression analysis.

The result of the study show that the variables online communities, interaction, sharing of content, accessibility, and credibility simultaneously influence the decision to invest in the Islamic capital market with a value of $F_{count} > F_{table}$, namely (7,606>2,32). Meanwhile, the partial tet results show that only the accessibility variable with $t_{count} > t_{table}$ (2,241>1,992) has a significant effect on the decision to invest in the islamic capital market.

Keywords: Social Media Marketing, Islamic Capital Market, Investment Decision