

ABSTRAK

Pengaruh Media Sosial dan *Self efficacy* terhadap keputusan berinvestasi di pasar modal syariah melalui *financial technology*
Oleh : Anggie Angraini (2020602052)

Penelitian ini bertujuan untuk mengetahui pengaruh Media Sosial dan *Self Efficacy* terhadap Keputusan Berinvestasi dengan *Financial Technology* sebagai Variabel Intervening. Populasi dalam penelitian ini adalah generasi Z di kota Palembang yang telah melakukan keputusan investasi sebanyak 100 sample. Pengelolaan sample dalam penelitian ini menggunakan teknik *purposive sample* dengan beberapa prosedur. Analisis data dalam penelitian ini menggunakan (SEM-PLS) dengan aplikasi *SmartPLS* versi 4.1. Hasil penelitian ini menunjukkan bahwa media sosial tidak berpengaruh terhadap keputusan investasi, *self efficacy* berpengaruh terhadap keputusan investasi, media sosial berpengaruh terhadap *financial technology*, *self efficacy* berpengaruh terhadap *financial technology* dan *financial technology* berpengaruh terhadap keputusan investasi. *financial technology* dalam penelitian ini dapat memediasi secara penuh (*full mediation*) hubungan media sosial dan *self efficacy* memediasi secara parsial (*partial mediation*) terhadap keputusan investasi.

Kata Kunci: *Financial Technology, Keputusan Investasi, Media Sosial, Self Efficacy*

ABSTRACT

The impact of social media and self-efficacy on investment decisions in the Islamic capital market through financial technology
By : Anggie Angraini (2020602052)

This study aims to investigate the influence of Social Media and Self Efficacy on Investment Decisions with Financial Technology as an intervening variable. The population for this research consists of Generation Z individuals in Palembang city who have made investment decisions, with a sample size of 100. Purposive sampling technique was employed to manage the sample, following several procedures. Data analysis was conducted using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with SmartPLS version 4.1. The findings indicate that social media does not influence investment decisions, self efficacy positively affects investment decisions, social media influences financial technology, self efficacy influences financial technology, and financial technology influences investment decisions. In this study, financial technology fully mediates the relationship between social media and investment decisions, while self efficacy partially mediates the relationship between social media and investment decisions.

Keywords: *Financial Technology, Investment Decisions, Self Efficacy, Social Media*