

## ABSTRACT

*This study was conducted to determine the factors that influence generation Z's interest in investing in the I-SCF platform in Semarang city. With 130 respondents' data collected and multiple linear regression analysis method using IBM SPSS analysis tool, it was found that subjective norm, attitude toward behavior, and trust variables have a positive and significant influence on the emergence of generation Z's interest in investing in I-SCF. Meanwhile, statistically, the variables of perceived behavioral control and financial literacy have no effect on the emergence of generation Z's investment interest in I-SCF. These results are an indication for I-SCF platform providers to increase trust through transparency and ease of platform access in creating a better and more attractive investment ecosystem for potential investors.*

*Keywords: Islamic securities crowdfunding (I-SCF), investment interest, subjective norm, attitude toward behavior, perceived behavioral control, financial literacy, trust*

