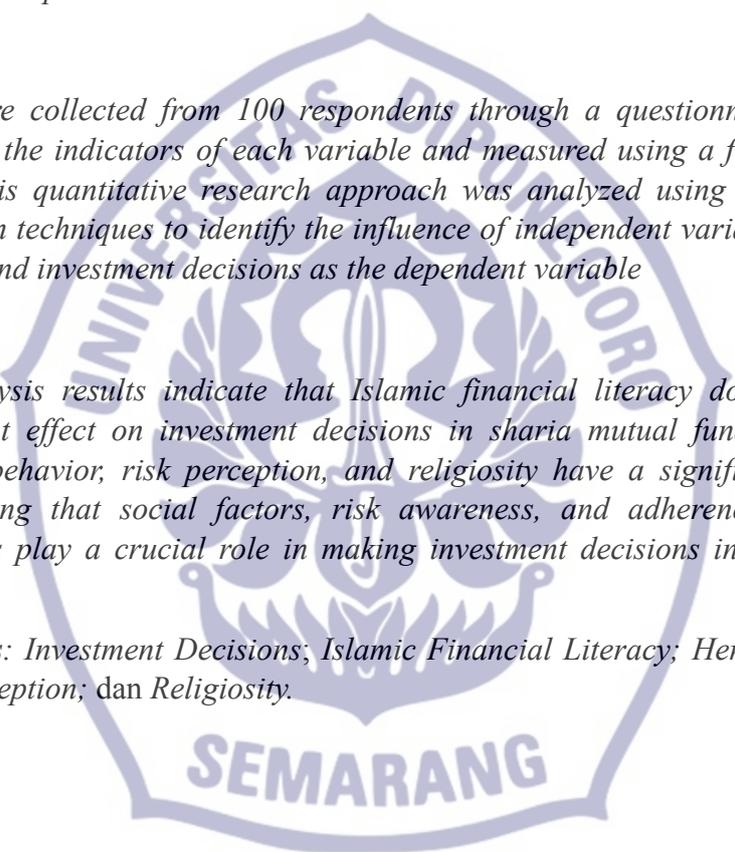## *ABSTRACT*

This study aims to analyze the influence of several factors on Sharia mutual fund investment decisions using multiple linear regression analysis. The factors examined include Islamic financial literacy, herding behavior, risk perception, and religiosity. This research is crucial to understanding how these factors influence investment decisions in financial products that comply with Sharia principles.

Data were collected from 100 respondents through a questionnaire developed based on the indicators of each variable and measured using a five-point Likert scale. This quantitative research approach was analyzed using multiple linear regression techniques to identify the influence of independent variables on Sharia mutual fund investment decisions as the dependent variable

The analysis results indicate that Islamic financial literacy does not have a significant effect on investment decisions in sharia mutual funds. Conversely, herding behavior, risk perception, and religiosity have a significant influence, highlighting that social factors, risk awareness, and adherence to religious principles play a crucial role in making investment decisions in sharia mutual funds.

Keywords*: Investment Decisions; Islamic Financial Literacy; Herding Behavior; Risk Perception;* dan *Religiosity.*