

ABSTRACT

Indonesia has a very large Muslim population, reaching 86.93% of the total population at the end of 2021. The potential for growth in Indonesia's Islamic finance market is significant, although still relatively low compared to the conventional capital market. The current level of Sharia financial literacy among Indonesian society is also low, at only 9.14%, which affects participation in the Sharia capital market. Factors such as attitude toward behavior, subjective norm, and perceived behavioral control also influence investment intentions in Islamic securities crowdfunding (I-SCF), but have not been elaborated on in the context of Sharia financial products. Generation Z plays a crucial role in the demographic of Indonesia's capital market investors, with around 58.91% of total investors being under the age of 30 and a total asset value of Rp 52.77 trillion. OJK predicts that in the next five to ten years, the number of capital market investors will be dominated by millennials and Generation Z, thus further research is needed on the factors that influence investment intentions in Sharia financial products.

The purpose of this research is to identify the influence of attitude toward behavior, subjective norm, perceived behavioral control, and sharia financial literacy on the intention to invest in stocks using SOTS among the Generation Z in Indonesia. The study refers to the Theory of Planned Behavior based on previous research with a similar topic. The method used in this study is SEM-PLS using the SmartPLS application to examine the influence of exogenous variables on endogenous variables. The exogenous (independent) variables in this study are Attitude Toward Behavior (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Islamic Financial Literacy (IFL), while Intention to Invest (INV) is the endogenous (dependent) variable.

The Attitude Toward Behavior (ATT), Subjective Norm (SN), and Perceived Behavioral Control (PBC) variables have a positive and significant effect on the intention to invest (INV) in stocks using sharia online trading system (SOTS). Meanwhile, the Islamic finance literacy (IFL) variable does not have a significant effect on the intention to invest (INV) in stocks using sharia online trading system (SOTS).

Keywords : Theory of Planned Behavior, Stock Investment, Sharia Online Trading System (SOTS), Intention to Invest.