

ABSTRAK

Penelitian ini bertujuan menguji pengaruh Literasi Keuangan Syariah, Pengetahuan Investasi, dan *Fear of Missing Out* (FOMO) terhadap Keputusan Investasi Generasi Z di pasar modal syariah. Tingginya demografi investor muda (mencapai 55,1%) memunculkan urgensi untuk mengkaji dinamika antara kapasitas kognitif-rasional dan bias psikologis-emosional, guna memastikan pengambilan keputusan investasi tetap didasarkan pada rasionalitas dan kepatuhan syariah.

Penelitian kuantitatif asosiatif ini menggunakan metode survei dengan teknik *purposive sampling* terhadap 100 responden Generasi Z yang aktif di media sosial dan pernah bertransaksi di bursa syariah. Dengan pengumpulan data primer yang dilakukan melalui kuesioner daring berskala Likert. Data kemudian dianalisis menggunakan teknik Regresi Linear Berganda melalui program SPSS setelah memenuhi seluruh pengujian asumsi klasik.

Hasil pengujian membuktikan bahwa secara parsial, Literasi Keuangan Syariah dan Pengetahuan Investasi berpengaruh positif dan signifikan terhadap Keputusan Investasi, sedangkan variabel FOMO tidak berpengaruh signifikan. Namun secara simultan, ketiga variabel tersebut terbukti berpengaruh signifikan dengan koefisien determinasi sebesar 53,1%. Kesimpulannya, Generasi Z terbukti mampu bertindak rasional berbasis pengetahuan fundamental dan memiliki resiliensi yang baik terhadap tekanan bias media sosial dalam berinvestasi.

Kata Kunci: *Literasi Keuangan Syariah, Pengetahuan Investasi, Fear of Missing Out (FOMO), Keputusan Investasi, Generasi Z.*

Abstract

This study aims to examine the influence of Sharia Financial Literacy, Investment Knowledge, and Fear of Missing Out (FOMO) on the Investment Decisions of Generation Z in the Sharia capital market. The high demographic of young investors (reaching 55.1%) highlights the urgency of examining the dynamics between cognitive-rational capacity and psychological-emotional biases to ensure that investment decisions remain grounded in rationality and Sharia compliance.

This associative quantitative study employs a survey method using purposive sampling on 100 Generation Z respondents who are active on social media and have transacted in the Sharia stock exchange. Primary data were collected through online questionnaires using a Likert scale. The data were subsequently analyzed using Multiple Linear Regression via SPSS software after fulfilling all classical assumption tests.

The results demonstrate that, partially, Sharia Financial Literacy and Investment Knowledge have a positive and significant effect on Investment Decisions, whereas the FOMO variable shows no significant effect. However, simultaneously, the three variables have a significant impact with a coefficient of determination of 53.1%. In conclusion, Generation Z has proven capable of acting rationally based on fundamental knowledge and possesses strong resilience against the pressure of social media biases when making investment decisions.

Keywords: *Sharia Financial Literacy, Investment Knowledge, Fear of Missing Out (FOMO), Investment Decisions, Generation Z.*