

ABSTRAK

Mia Risyah Taqiyyah (25220045), Pengaruh Literasi Keuangan dan Persepsi Risiko terhadap Intensi Investasi Reksa Dana Digital Generasi Z.

Dominasi mahasiswa Generasi Z dalam struktur investor pasar modal Indonesia belum diiringi oleh kualitas partisipasi yang optimal. Kondisi tersebut diduga dipengaruhi oleh masih terbatasnya literasi keuangan serta tingginya persepsi risiko investasi di kalangan mahasiswa Generasi Z, sehingga mendorong perlunya kajian mengenai pengaruh literasi keuangan dan persepsi risiko terhadap intensi investasi reksa dana digital pada Generasi Z di wilayah Jabodetabek. Menggunakan pendekatan kuantitatif, data dikumpulkan dari 100 responden melalui kuesioner daring dengan teknik pengumpulan sampel bertujuan (*purposive sampling*). Analisis data dilakukan menggunakan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS) melalui perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa literasi keuangan berpengaruh positif dan signifikan terhadap intensi investasi reksa dana melalui platform digital, sedangkan persepsi risiko investasi berpengaruh negatif dan signifikan. Secara simultan, kedua variabel tersebut memiliki kemampuan prediksi kategori sedang dengan nilai R-Square Adjusted sebesar 0,598, yang berarti mampu menjelaskan sebesar 59,8% variasi intensi investasi mahasiswa, sementara 40,2% sisanya dijelaskan oleh faktor lain di luar model. Temuan ini menyimpulkan bahwa peningkatan intensi investasi reksa dana melalui platform digital perlu ditempuh melalui penguatan literasi keuangan secara praktis sekaligus penyesuaian persepsi risiko informasi agar lebih seimbang. Hasil ini menjadi rujukan berbasis data bagi pengelola platform Agen Penjual Efek Reksa Dana (APERD) digital, Otoritas Jasa Keuangan (OJK), dan perguruan tinggi dalam merancang strategi komunikasi serta edukasi keuangan yang tepat sasaran.

Kata Kunci: Literasi Keuangan, Persepsi Risiko Investasi, Intensi Investasi, Reksa Dana Digital, Generasi Z

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ABSTRACT

Mia Risyah Taqiyyah (25220045), *Pengaruh Literasi Keuangan dan Persepsi Risiko terhadap Intensi Investasi Reksa Dana Digital Generasi Z.*

The dominance of Generation Z among Indonesian capital market investors has not been matched by an optimal quality of participation. This condition is presumably influenced by the still-limited financial literacy and relatively high investment risk perception among Generation Z students, highlighting the need to examine the influence of financial literacy and investment risk perception on the intention to invest in mutual funds through digital platforms among Generation Z students in the Jabodetabek area. Using a quantitative approach, data were collected from 100 respondents through an online questionnaire employing a purposive sampling technique. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with SmartPLS 4 software. The results show that financial literacy has a positive and significant effect on mutual fund investment intention through digital platforms, whereas investment risk perception has a negative and significant effect. Simultaneously, both variables demonstrate a moderate predictive ability, with an Adjusted R-Square value of 0.598, indicating that they explain 59.8% of the variation in students' investment intention, while the remaining 40.2% is explained by other factors outside the model. These findings suggest that enhancing mutual fund investment intention through digital platforms requires strengthening practical financial literacy while balancing information risk perception. The results serve as a data-driven reference for digital Mutual Fund Selling Agents (APERD), the Financial Services Authority (OJK), and higher education institutions in designing targeted communication and financial education strategies.

Keywords: *Financial Literacy, Investment Risk Perception, Investment Intention, Digital Mutual Fund, Generation Z*

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