

TABLE OF CONTENTS

ABSTRAK	iv
ABSTRACT	v
APPROVAL OF ORIGINALINITY	vi
APPROVAL OF SUPERVISOR	vii
DECISION OF TEAM	viii
APPROVAL OF DEAN	ix
MOTTO	x
DEDICATION.....	xi
ACKNOWLEDGEMENT.....	xii
LIST OF TABLE.....	xvii
LIST OF FIGURES	xviii
CHAPTER I	1
INTRODUCTION.....	1
A. Background of Study.....	1
B. Problem Formulation	7
C. Purpose of Study.....	7
D. Benefit of Research.....	7
1. Academic Benefits	7
2. Practitioner Benefits	8
CHAPTER II.....	9
LITERATURE REVIEW	9
A. Theoretical Framework	9
1. Integrated Decision Making.....	9
2. Prospect Theory	11
3. Investment Decisions	13
4. Financial Literacy	14
5. Income.....	16
6. Technological Advances	18
B. Previous Research.....	20
C. Research Framework	24
D. Research Hypothesis	25

1. Financial Literacy on The Investment Decision of The Zillennial Generation	25
2. Income on The Investment Decision of The Zillennial Generation.....	26
3. Technological advances on The Investment Decision of The Zillennial Generation.....	26
CHAPTER III	28
METHODOLOGY	28
A. Place and Time of Research.....	28
B. Type of Research	28
C. Population and Sample	28
1. Population	28
2. Sample.....	28
D. Type and Source of Data	30
E. Data Collection Technique	30
F. Scope of Research.....	31
G. Definition Operational Variable.....	32
H. Data Analysis Technique.....	35
1. Descriptive Statistical Analysis	35
2. Measurement Models (Outer Model)	36
3. Structural Models (Inner Model)	38
6. Test of Indirect Effect	40
CHAPTER IV.....	41
RESULT AND DISCUSSION	41
A. Overview of Research Objects.....	41
1. History of The Research Object	41
B. Profile of The Respondents	43
1. Gender	44
2. Age	44
3. Length of Time Invested	45
C. Data Analysis.....	45
1. Measurement Models (Outer Model)	45
2. Structural Models (Inner Model)	54
D. Hypothesis Testing Results	57

1. The Relationship Between Financial Literacy and Decision of Investment...	61
2. The Relationship Between Income and Decision of Investment	62
3. The Relationship Between Technology Advances and Investment Decisions	64
CHAPTER V	66
CONCLUSIONS AND SUGGESTIONS	66
A. Conclusions	66
B. Suggestions	67
BIBLIOGRAPHY	69
APPENDIX	75
APPENDIX 1 Questionnaire.....	76



LIST OF TABLE

Table 1 Previous Research.....	18
Table 2 Operational Variable Indicators	24
Table 3 Respondent Profile Based on Gender	32
Table 4 Respondent Profile Based on Age	33
Table 5 Length of Time Investing in Sharia Capital Market	33
Table 7 Loading Factors	34
Table 8 Fornell Lacker Criteria Test Results.....	37
Table 9 Cross-Loading Test Results.....	38
Table 10 Validity Reliability and Cronbach's Alpha Test Results.....	39
Table 11 R-Square	41
Table 12 F-Square Test (F^2).....	42
Table 13 Direct Relationship Test	43
Table 15 Hypothesis Test Results	45



LIST OF FIGURES

Figure 1 Development of Sharia Capital Market Technicians.....	1
Figure 2 Research Framework	18
Figure 3 AVE Test Results	35
Figure 4 Structural Model	40

