TABLE OF CONTENTS

ABSTRACT i

ABSTRAK ii

DECLARATION iii

SUPERVISOR DECISION LETTER iv

DECISION OF THE TEAM v

THESIS ACCEPTANCE LETTER vi

MOTTOES vii

DEDICATION viii

ACKNOWLEDGEMENT ix

TABLE OF CONTENTS x

TABLE OF FIGURES xiv

LIST OF TABLES xv

I INTRODUCTION 1

1.1 Research Background 1

1.2 Problem Formulation 9

1.3 Research Objectives 9

1.4 Benefits of Research 9

1.5 Systematic Discussions 10

II LITERATURE REVIEW 11

2.1 Previous Research 11

2.2 Theoritical Study 15

2.2.1 Research Variables 15

2.2.1.1 Understanding 15

2.2.1.1 Sharia Securities 19

2.2.1.2 Information System 21

2.2.1.3 Sharia Online Trading System (SOTS) 25
2.2.1.4 Interest in Investing 26
2.3 Development of Research Variables 30
2.4 The relationship between variables 32
2.5 Research Hypothesis 32
2.6.1 Understanding of Sharia Securities towards Investment Interest 32
2.6.2 Shariah Online Trading System (SOTS) Information System on Investment Interest 33
III RESEARCH METHOD 35
3.1 Type of Research 35
3.2 Research Object 35
3.3 Population and Sample 36
3.4 Source Data 36
3.4.1 Primary Data Source 36
3.4.2 Secondary Data Source 37
3.5 Data Collection Methods 37
3.5.1 Observation 37
3.5.2 Questionnaire 37
3.5.3 Documentation 38
3.6 Research Instrument 38
3.6.1 Questionnaire 38
3.6.2 Measurement Scale 38
3.7 Data Analysis Method 39
3.7.1 Analyze Outer Model 39
3.7.2 Analyze Inner Model 40
IV RESULTS AND DISCUSSION 41

UNIDA GONTOR
UNIVERSITAS DARUSSALAM GONTOR

4.1 Display of data on the level of understanding of sharia securities and the utilization of the SOTS information system among Generation Z in West Java 41

4.2 Discussion about Variables 43

4.2.1 Research Model Testing.....44

4.2.1.1 Outer Model.....44

4.2.1.1.1 Convergent Validation 44

4.2.1.1.2 Discriminant Validity.....49

4.2.1.1.3 Construct Reliable 53

4.2.1.1.4 Model Fit Test.....55

4.2.1.2 Inner Model 58

4.2.1.2.1 R-Square (R^2) 58

4.2.1.2.2 Significance (Hypothesis Testing) 59

4.2.1.2.3 Influence Size.....60

4.3 Analysis of the Influence of Understanding Sharia Securities and the Sharia Online Trading System (SOTS) Information System on Investment Interest in SOTS 62

4.3.1 Analysis of the Relationship between the Variable of Securities Understanding and Investment Interest in the Sharia Online Trading System (SOTS) 62

4.3.2 Analysis of the Relationship between the Sharia Online Trading System (SOTS) Information System Variables and Investment Interest in SOTS 64

CHAPTER V CLOSING.....66

4.1 Conclusion.....66

4.2 Suggestions and Recommendations 67

BIBLIOGRAPHY 69

APPENDIX.....78

RESEARCHER'S BIOGRAPHY.....88

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

TABLE OF FIGURES

Figure 1.1. Graph of Indonesia's Population by Religion. 1
Figure 1.2. Classification of the Indonesian Population by Generation. 2
Figure 1.3. Population of Investors by Age. 7
Figure 1.4. Distribution of Investors between Islands in Indonesia. 7
Figure 1.5. The Gen Z population dominates West Java Province.....8
Figure 3.1. Results of the Measurement with SmartPLS-SEM. 39
Figure 4.1. The results of the Measurement with SmartPLS-SEM. 43
Figure 4.2. The results of the Outer Loading (Factor Loading) Stage 1 with SmartPLS-SEM.....45
Figure 4.3. The results of the Outer Loading (Factor Loading) Stage 2 with SmartPLS-SEM.....47

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

LIST OF TABLES

Table 3.1. The Likert Scale.....38
Table 4.1. The results of the data presentation on the level of understanding of sharia securities and the utilization of the SOTS information system among Generation Z in West Java.....41
Table 4.2. Outer Loading Stage 1 Results with SmartPLS-SEM. 45
Table 4.3. Results of Outer Loading Phase 2 with SmartPLS-SEM.....47
Table 4.4. Average Variance Extracted (AVE) Result. 48
Table 4.5. Cross Loading Results. 49
Table 4.6. Latent Variable Correlation Results. 51
Table 4.7. Fornell-Larcker results. 52
Table 4.8. The result of Cronbach's Alpha.....54
Table 4.9. The result of Composite Reliability. 54
Table 4.10. Results of the Model Fit Test. 55
Table 4.11. The Result of R Square.....58
Table 4.12. The Result of Significance. 60
Table 4.13. The result of the Influence Size. 61

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR