

Determinants of Investment Interest of Generation Z Madiun Residency in the Sharia Capital Market

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Abstract:

This study aims to analyze the factors that affect investment in the Sharia Capital Market. The research methodology used is quantitative research with a type of causality study which is to determine the cause and effect of the hypothesis that has been determined. Variables used in this study include financial inclusion, environment, investment interest and fintech moderation. The respondents used in the study were generation Z in Madiun using purposive sampling techniques. Data collection using a questionnaire that is structured using a Likert scale. The results of the study showed that the variable that had a significant effect on investment interest was environmental awareness, while financial inclusion had no effect. Furthermore, for Islamic Financial Inclusion on investment interest when mediated by fintech, it produces a higher value than the direct influence of financial inclusion variables on investment interest. And the environment awareness towards investment interest when mediated by fintech produces a higher value than the direct influence of the variable environment awareness on investment interest.

Keywords: *Investment, Financial Inclusion, Fintech, Sharia Capital Markets*

Abstrak:

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi investasi pada Pasar Modal Syariah . Variabel penelitian yang digunakan dalam penelitian ini antara lain inklusi keuangan, environment, minat investasi dengan di moderasi fintech. Metodologi penelitian yang digunakan adalah penelitian kuantitatif dengan jenis studi kausalitas yangmana untuk menentukan sebab dan akibat dari hipotesis yang telah ditentukan. Responden yang digunakan dalam penelitian adalah generasi Z di Madiun dengan menggunakan teknik purposive sampling. Pengumpulan data dengan menggunakan kuisioner yang disusun secara terstruktur menggunakan skala likert. Hasil penelitian menunjukkan untuk variable yang berpengaruh signifikan terhadap minat investasi adalah environment awaraness, sedangkan inklusi keuangan tidak berpengaruh. Selanjutnya untuk Inklusi Keuangan syariah terhadap minat investasi ketika dimediasi fintech menghasilkan nilai yang lebih tinggi dibandingkan pengaruh langsung dari variabel inklusi keuangan terhadap minat investasi. Dan Environment awaraness terhadap minat investasi ketika dimediasi fintech menghasilkan nilai yang lebih tinggi dibandingkan pengaruh langsung dari variabel environment awaraness terhadap minat investasi.

Kata Kunci : *Investasi, Inklusi Keuangan, Fintech, Pasar Modal Syariah*

Introduction

Investing is the right means to increase one's assets. Especially now that the development of investment platforms has become more rapid and numerous, providing options for potential investors in investing. Understanding how to invest is the main thing for an investor. This is intended in investment practices so that they can be carried out appropriately and avoid irrational investments, partiality and fraud. Thus, the risk of loss in the investment made can be minimized. The right way to invest is very necessary to avoid losses when investing, for example in the capital market, including through stock instruments, especially in financial technology (fintech) or financial technology that facilitates and accelerates investment (Tumewu 2019). The financial sector is one of the industries that

currently follows technological developments. In the research Lasmini and Zulvia (2021) Mentioning financial technology is a hot business topic in recent years, but this concept is not new. In addition, it is Schueffel (2016) Fintech is an industry that develops by using technology to increase activities in the financial sector.

Currently, technological developments in various Indonesia cities continue to be developed. Starting from facilities, facilities and improving human resources are priority programs in the development. Madiun City is one of the cities in East Java Province that continues to innovate in developing technology by collaborating in various other fields. This is shown by the award for the city of Madiun as a city that has good digital public services (Indonesia Excellent Public Service Digitalization Initiatives Indonesia Awards). Examples of this are the collaboration of technology and education, the existence of a railway laboratory at the Madiun State Polytechnic which is the largest laboratory in Southeast Asia. By developing railway propulsion using a hybrid system, namely diesel and electricity as an effort to prototype modern trains. The next collaboration is in the field of economics and technology, namely with the recommendation of the use of fintech in online sales in maximizing products from Small, Micro and Medium Enterprises (MSMEs) in Madiun City. In addition, Madiun City, even in each RT in the villages of Madiun City, thousands of free wifi points have been installed that make it easier for online business people. Furthermore, investing in securities or securities, both mutual funds, stocks and bonds, simply using a mobile phone can be used to invest.

However, not all of these development efforts have been effective. Based on observations from several students in Madiun City who are categorized as Generation Z, there are still not many who invest online. This fact is corroborated by Pajar and Pustikaningsih (2017) stated that the interest of the people in Indonesia to invest is still quite low, which is only about 0.15% of the population of Indonesia, while the population of Malaysia amounts

to about 15%, Singapore 30% and Australia 30%. This is certainly inversely proportional to the development program pursued by the local government which echoes economic collaboration with technology. Basically, the strengthening to invest online should also be supported by the availability of facilities, infrastructure and peculiarities of the city. The city of Madiun, which is currently developing religious tourism with a Kaaba monument in the center of the city, is one of the breakthroughs so that Islamic-based or sharia-based economic activities also exist. With the existence of manasik practice activities, recitations, and other sharia-based economic activities, it is hoped that it can add to the welfare of the people in Madiun City.

In order for the advancement of financial technology and individual knowledge to be in line, financial inclusion is needed (Lasmini and Zulvia 2021). In the publication of Otoritas Jasa Keuangan (OJK) related regulation Otoritas Jasa Keuangan Nomor 76/POJK.07/2016 He said that financial inclusion is the availability of access to various financial institutions, products and services in accordance with the needs and capabilities of the community in order to improve people's welfare. Furthermore, all efforts aimed at eliminating all forms of price and non-price barriers to public access in utilizing financial services (Hutabarat 2018). Financial inclusion is very important in supporting investment activities that are part of financial services. Of course, this must be supported by various parties ranging from companies that provide information on financial products/services, the government related to regulations and facilities. As well as the community in order to access and take part in investment activities. Therefore, the implementation of financial inclusion is expected to be able to increase economic growth with income equity, financial stability and poverty alleviation.

Currently, PT Bursa Efek Indonesia (IDX) is not only waiting for investors to enter, but also trying to attract new investors by

establishing IDX Investment Gallery Centers in several universities in Indonesia. Director of Development of the Indonesia Stock Exchange Nicky Hogan stated that students can become great potential as new capital market investors (Pajar and Pustikaningsih 2017). When the surrounding environment supports the existence of information and investment benefits, students who are part of the current millennial generation will certainly find out about the program and the content of the IDX itself. Thus, it is possible that there will be more potential new investors, especially from students. It is also supported by an investment system that is currently trending online so that learning the technology will not be too difficult. Generally, the opening of the current investment gallery is accompanied by seminars on Securities Investment where students register themselves as new investors. This was conveyed by Nicky Hogan as Director of Development of the Indonesia Stock Exchange. When compared to developed countries that have an investment society orientation, the people of Indonesia still have a short-term orientation, namely a saving society (saving) (Tumewu 2019). Thus, it is very important to have education to the community in a sustainable manner so that the perspective and thinking of the people of Indonesia are oriented in the long term. So that financial literacy activities must be programmed by the Government and related institutions to better understand the importance of investment.

Studies related to investment interest have been conducted by (Tumewu 2019) where the results of the study show that there is an influence of financial literacy, personal interest and environment on investment interest. Further research Setiawan, Rofingatun and Patma (2020) Regarding investment interest and financial technology, it shows that the perception of ease of use has no effect on financial technology (fintech), effectiveness has an effect on the use of financial technology (fintech) and interest has an effect on the use of financial technology (fintech). However, research from Lasmini and Zulvia (2021) Financial Inclusion and Its Influence on the Use of Financial

Technology in the Millennial Generation shows that financial literacy has no effect on investment interest, while financial inclusion has an effect on investment interest. This study aims to analyze the determinants of the investment interest of the millennial generation in Madiun City by moderating the use of financial technology. The difference between this study and the previous research is that the subjects used in this study are generation Z while the research (Lasmini and Zulvia 2021) millennial generation dan (Tumewu 2019), (Setiawan, Rofingatun, and Patma 2020) do not categorize. Furthermore, research related to investment interest in Madiun District, which includes Madiun City, Madiun Regency, Ngawi Regency, Pacitan Regency and Ponorogo, is still rarely conducted, especially using financial technology moderation variables. This study will also combine the variables of previous research, namely financial inclusion, risk perception and financial literacy, where the results of previous research still have research gaps.

Research Model

The research framework produced in this study is as follows:

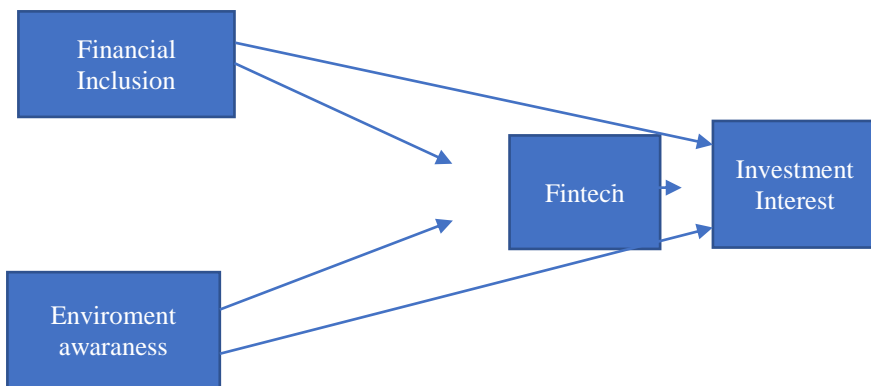


Figure 1 Research Outline Hipotesis Penelitian

H1 : Financial Inclusion has a significant positive effect on investment

interest

Financial inclusion is a way to improve a country's economy through financial stabilization so that it is expected to create income equity and reduce poverty rates. Financial inclusion is guaranteed where fast and easy access is available to all economic actors related to the formal financial system. This will provide an affirmation that financial inclusion will be very important to increase investment interest. This concept is in line with the theory of the Technology Acceptance Model (TAM) proposed by Ajzen (1991) the ease of access to the economic field will determine a person's attitude and behavior, one of which is for investing. Thus, the higher the financial inclusion, the greater the influence on investment interest..

H2 : Environment awaraness has a significant positive effect on investment interest

According to Altin et al. (2014) Environmental awareness is a science that is applied in the form of attention related to environmental issues and is actively involved in discussions that focus on the environment. The environment is very important and influences individuals to make investments. One of the forms of investment is in the form of green sukuk, which currently tends to experience a significant increase in Indonesia (Affan and Rusgianto 2023). In relation to investment, environmental awareness also has a role in the development of investment. This is shown as how an experienced investor will see the conditions of the low-interest environment compared to the overpriced (Fushiya, Kitamura, and Nakasato 2021). The existence of a supportive environment will influence individuals to make an investment. The more the environment increases, the interest in investing online will also increase (Tumewu 2019). Therefore, this is very relevant if the environment has an influence on increasing investment.

H3 : Fintech has a significant positive effect on investment interest

Fintech is a description of new business models and technologies that fully utilize digital in the financial services sector (IOSCO 2017). Currently, technology has been accessible to all parties, especially generation Z who have been familiar with the use of technology even since childhood. If the technology is used for profitable things, one of which is investment in the capital market, the use of fintech will provide convenience in business activities. According to (Ninglasari and Muhammad 2021) dan (Zhang and Kim 2020) The advantage of using fintech is that it helps with daily needs so that users feel satisfied. Furthermore, the existence of fintech also has a positive effect on the economy, because people will feel comfortable in transactions and investments (Junianto and Sabtohadhi 2020). Therefore, the increasing use of fintech will have a positive effect on investment interest.

H4 : Inklusi Keuangan berpengaruh signifikan positif terhadap minat investasi dengan mediasi fintech

The ease of individuals as economic actors in accessing the financial system will have a positive impact on the creation of income equity. When more and more individuals, especially Generation Z, use technology for financial transactions, including investments, it will have an impact on increasing investment gains. This is in line with the Technology Acceptance Model (TAM) proposed by (Ajzen 1991) Namely, the ease of access to the economic field will determine a person's attitude and behavior, one of which is for investing. Therefore, the higher financial inclusion supported by fintech will increase the investment interest of Generation Z.

H5 : Environment awaraness has a significant positive effect on investment interest with fintech mediation

Environmental awareness is a science that is applied in the form of attention related to environmental issues and is actively involved in

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discussions that focus on the environment (Altin et al. 2014). The environment plays a very important role in influencing an individual's perception. According to Tumewu (2019) The environment can be classified technology and the people around it who are encouraging. The development of technology in the financial sector has been increasingly rapid and fast, such as the increasingly mushrooming of applications such as OVO, Dana, Link, GoPay and M-Banking on mobile banking applications. Especially now that generation Z is no stranger to today's technological developments. Therefore, the existence of fintech, which is part of the environment, will have an influence on increasing investment, especially for generation Z who are already familiar with technology. such as political and social impacts, economic conditions.

Research Methods

This study includes a type of quantitative research with a type of causality study which is to determine the cause and effect of a predetermined hypothesis. According to Sekaran and Bougie (2017) In causal studies, researchers have an interest in explaining various factors as the cause of a problem. Thus, this study will state how the influence of independent variables on the dependent.

In this study, the population used is generation Z in the area of Madiun Karisidenan which consists of Madiun City, Madiun Regency, Ngawi, Ponorogo, Magetan and Pacitan. The implementation of the research was carried out during April 2023 - March 2024 or one year so that it aims to obtain good and complete results. However, not all Generation Z used as respondents are relevant to the object of this study. Therefore, the researcher uses the purposive sampling technique which will be used to determine the research sample with the following criteria: Have an internet-connected Gadget In the last one utilizing fintech for economic activities Knowing the capital market and securities traded In this study, after using the purposive sampling technique, a sample of 62

respondents was obtained. This has been relevant to the recommended number of samples, namely for causal and comparative research of 30 (Fraenkel, Wallen, and Hyun 2012).

The researcher used three independent variables, one intervening variable and one dependent variable. The indicators used to measure the above variables are as follows:

Table 1.1 Variable Measurement Indicators

No	Variable	Indicator
1	Financial Inclusion	Savings ownership to make financial transactions easier Use of ATMs and Mobile Banking Insurance (Health and Life) for security and as an investment Have a loan/credit at a Bank or Online Loan Availability of access to financial transactions
2	Environment awareness	Political, economic and social conditions on investment Incentives from the Government Other investment price increases The influence of people around you in investing
3	Fintech	Using an internet-connected gadget Install OVO, DANA, LinkAja applications etc on gadgets Using OVO, DANA, LinkAja applications etc Using fintech applications regularly
4	Investment Interest	Interest in Investing in Stocks and Other Securities in the Capital Market Investments increase income Invest in a clear and good portfolio Interested in high-risk capital market investments

In this study, a questionnaire was sent online and arranged in a structured manner that contained all variables. The measurement

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using the likert scale consists of five levels, namely strongly agree, agree, hesitate, disagree and strongly disagree with a score of 1-5. Furthermore, to find out the accuracy and correctness of the instruments used using a validity test. Then to obtain stability, consistency, predictive power and accuracy using reliability tests. After the data is valid and reliable, the next step is to test the influence between independent, intervening and dependent variables directly and indirectly using path analysis. Path analysis can be used to test the influence between variables directly and indirectly on the variables used.

Result and Discussion

Based on the results of the questionnaire that has been distributed, it was determined that the number of qualified respondents was 62 respondents. In the validity test, a correlation test was used to obtain the r value of the calculation and the r value of the degree of freedom (df) table using stata. According to Sugiyono (2019) Valid instrument results are declared if there is similarity in the data from the research object. The results of the validity test using the correlation test showed that all questions in the questionnaire had a correlation value above the r table, which was 0.2500. Therefore, it can be concluded that all the variables proposed are valid at a significance level of 95%. Furthermore, the reliability test used in this study is with Crobach's alpha. The results of the reliability test showed that the alpha coefficient value was above 0.60 from all questions for each variable. This means that the research has stability, consistency, predictive power and accuracy that meets the standards that have been set so that the data is reliable.

In the path analysis test, it was carried out by looking at the direct and indirect influence between variables in this study. The variables used include financial inclusion, environmental awareness, fintech, and investment interest. These variables will be tested

through two stages of testing. The first test has the goal of how the direct influence of independent variables, namely financial inclusion and environmental awareness on fintech as intervening variables. Then the second test aims to determine whether or not there is a direct influence of the independent variables of financial inclusion and environmental awareness on the dependent variables of investment interest through the intervening variables of fintech. The results of the test using stata are as follows :

a. Test 1

Table 4.1 Results of the path analysis test phase 1

Variable	Coefficient	Std. Error	t-Statistic	Prob.
X2	1.324.627	0.248125	5.338.537	0.0000
X1	0.118704	0.128771	0.921825	0.3676
C	-1.803.923	0.800761	-2.252.761	0.0357
R-squared	0.704223	Mean dependent var		3.300.000
Adjusted R-squared	0.659856	S.D. dependent var		0.517519
S.E. of regression	0.301827	Akaike info criterion		0.593084
Sum squared resid	1.821.986	Schwarz criterion		0.789426
Log likelihood	-3.117.005	Hannan-Quinn criter.		0.645173
F-statistic	1.587.284	Durbin-Watson stat		1.878.522

Source : Data processed, 2024

Table 4.1 above is the result of the analysis path test between independent variables and intervening variables. This test can be used to find out how the direct influence of variables, namely financial inclusion and environmental awareness on fintech. Based on table 4.1, the variable environment awaraness affects fintech with a significance value below 0.05. Meanwhile, the variable of financial inclusion has no effect on fintech. The coefficient value used to calculate the path test is financial inclusion 0.118 and environment awaraness 1.32

b. Test 2

Table 4.1 Results of the path analysis test phase 2

Variable	Coefficient	Std. Error	t-Statistic	Prob.
X2	1.310.722	0.258201	5.076.370	0.0001
X1	0.130427	0.137518	0.948431	0.3548
Y2	-0.046651	0.156086	-0.298879	0.7683
C	-1.714.208	0.872875	-1.963.864	0.0643
R-squared	0.705607	Mean dependent var		3.300.000
Adjusted R squared	0.64363	S.D. dependent var		0.517519
S.E. of regression	0.308942	Akaike info criterion		0.671727
Sum squared resid	1.813.460	Schwarz criterion		0.917154
Log likelihood	-3.060.719	Hannan-Quinn criter.		0.736839
F-statistic	1.138.490	Durbin-Watson stat		1.890.193
Prob(F-statistic)	0.000069			

Source : Data processed, 2024

In test 2, the aim was to find out how the influence of independent variables, namely financial inclusion, environmental awareness on the dependent variable of investment interest through the intervening variable of fintech. Table 4.2 shows the results that the environment awaraness variable has a significant influence on investment interest. As for other variables, financial inclusion and fintech did not have a significant effect on investment interest because the value was above 0.05. The coefficient values used to calculate the path test were financial inclusion 0.130, environment awaraness 1.31 and fintech 0.046. As for the detailed coefficient values in test 1 and test 2, they can be described as follows:

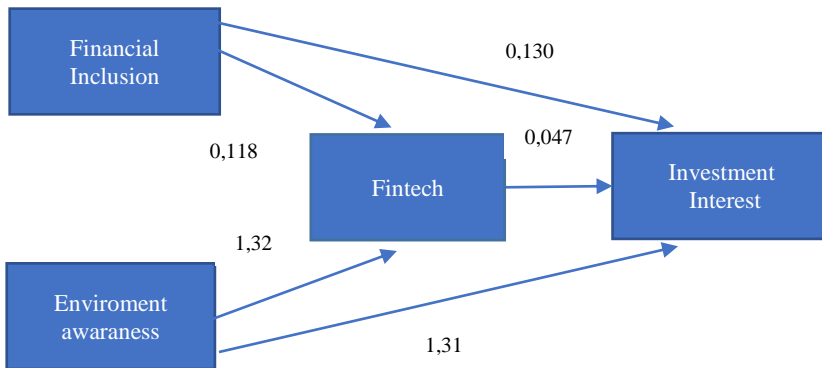


Figure 2 Result Research Outline Path Analysis Test

Hypothesis Test Results

- The analysis of the influence of Islamic financial inclusion on investment interest has a significance value of 0.354 and is above the significance standard of 0.05 so that financial inclusion has no influence on investment interest..
- The analysis of Environment awareness on investment interest has a significance value of 0.000 and is below the significance standard of 0.05 so that Environment awareness has an influence on investment interest.
- The analysis of the influence of Fintech on investment interest has a significance value of 0.768 and is above the significance standard of 0.05 so that fintech has no influence on investment interest.
- The Islamic Financial Inclusion variable on investment interest based on the hypothesis test has no direct influence and has a coefficient value of 0.130. Meanwhile, if through fintech as an intervening variable has a coefficient value of $0.118 \times 0.047 = 0.005$, so that the overall value for indirect influence is $0.130 + 0.005 = 0.135$
- The variable Environment awareness on investment interest based on the hypothesis test has a direct influence and has a coefficient value of 1.31. Meanwhile, if through fintech as an

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intervening variable has a coefficient value of $1.32 \times 0.047 = 0.06$, so that the overall value for indirect influence is $1.31 + 0.06 = 1.37$

Sharia Financial Inclusion has a significant positive effect on investment interest

The results of the hypothesis testing that have been carried out show that financial inclusion does not have a significant influence on investment interest. These results are different from the research conducted by Viana, Febrianti, and Dewi (2022) about Financial Literacy, Financial Inclusion and Investment Interest of Generation Z in Greater Jakarta, that financial inclusion has a significant influence on investment interest. Financial inclusion aims to improve a country's economy through income equity and economic stabilization so that economic actors have quick and easy access to the formal financial system. According to Puspitasari, Mahri, and Utami (2020) Financial inclusion can be the main benchmark oriented towards equity and justice for the general public with dimensions of accessibility, availability and use.

The accessibility dimension measures how the financial system has many users in society and reaches a wide margin. Then for the availability dimension, it shows that the financial system is able to be used and accessed by the public related to services from financial institutions. The usage dimension is the final goal and measures the actual use of financial products and services such as the length of use, frequency and regularity. Research on the Islamic financial inclusion index in 2015-2018 in Indonesia has been conducted by (Puspitasari, Mahri, and Utami 2020). The results of the study show that the average province in Indonesia has a low financial inclusion index. One of the provinces that has a low index is East Java Province. In the measurement, which is divided into the dimensions of accessibility, availability and use, East Java Province is included in the low category. The Madiun Karisidenan, which is included in East

Java Province, carried out financial literacy and inclusion activities for the last time in 2020 in collaboration with the Otoritas Jasa Keuangan (OJK) based on a digital footprint. Furthermore, this was strengthened through the National Survey on Financial Literacy and Inclusion released by the OJK in 2019, the level of Islamic financial inclusion in 2019 reached 9.10 percent while for conventional financial inclusion it was 75.28%. This is relevant to the results of the study that indicate that financial inclusion does not affect the investment interest of Generation Z, because the level of Islamic financial inclusion in Indonesia has also decreased.

Environment awareness has a significant positive effect on investment interest

The test results for environmental awareness on investment interest show that there is an influence on investment interest. These results support research from Tumewu (2019) That the increasing environment, the interest in investing online is increasing. Environment is measured by political, economic, social conditions and incentives from the Government. Furthermore, the comparison of other investments and the influence of people around them also contribute to the investment interest of Gen Z. Based on the results of the questionnaire that has been shared, the average respondent's answer chooses the influence of the people around them to have a big impact. Young investors, especially those from Gen Z, will choose the lowest risk to invest. By looking at the experience and information from people who have done/experienced it will be one of the alternatives in investing. Environmentalism is part of an individual or group, so the possession of investment knowledge and experience will play an important role in determining investment (Kabib, Aisyah, and Khofifah 2021).

Then the respondents also chose many political, economic and social conditions to provide investment interest for Gen Z. This is

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because these conditions, especially political and economic, will affect the economy of a country. Young investors consisting of Gen Z will pay close attention and detail through the movement of the Sharia Capital Market every period from economic changes and political contingencies with general elections. According to Addoum and Kumar (2016) that the existence of political sentiment influences the allocation of investors' portfolios and stock prices. In addition, the measure of political sentiment is empirically calculated and positively related to stock and investment returns (Hasan and Uddin 2022). Therefore, the existence of environmental awareness will have a positive influence on investment interest, the higher the influence of the environment, the more it will have an impact on the company's investment interest.

Fintech has a significant positive effect on investment interest

The results of data analysis for fintech variables on investment interest showed that there was no significant positive influence between the two variables. Fintech is one of the fields of innovation in the financial sector which refers to the use of advanced technology (Adhitya Wulanata 2017). The impact of fintech also contributes to producing new products in business models, technology and services so that it will have an impact on monetary stability, an efficient and safe financial system. However, the use of fintech is more widely used for daily financial transactions only, for example buying goods online, transferring and applying for loans. These transactions focus more on fulfilling personal needs than on investment. This is in line with Ninglasari and Muhammad (2021) which states that the use of fintech is to help daily needs so that users feel satisfied. Based on the answers from respondents related to fintech to investment interest, the average person has a gadget and is connected to the internet. Then it also has fintech applications such as DANA, OVO, LinkAja and so on. In terms of its use, it is prioritized for purchases that are consumptive and personal in nature and many also answer that using

this fintech application is not routine. So that it is only installed or has been built from the gadget, but is not used. In previous studies, it was also rare to test the influence between fintech and investment interest, so it is still limited to comparison with other research results.

Sharia Financial Inclusion has a significant positive effect on investment interest with fintech mediation

In the results of the analysis path test for the variable of financial inclusion on investment interest mediated by fintech, it has a value of 0.135. Furthermore, the variable of Islamic financial inclusion does not have a direct influence on investment interest which has a value of 0.130. And for the fintech variable on investment interest, it has no direct influence and has a value of 0.047. The results of the test show that by using the intervening variable, the value is higher than the direct influence between the variables of Islamic financial inclusion and fintech on investment interest. This means that the increase and better inclusion of Islamic finance in a region or country will affect Gen Z's behavior in terms of finance. In financial inclusion, there is a guarantee that fast and easy access is available to all economic actors related to the formal financial system, one of which is by utilizing fintech.

However, even though Islamic financial inclusion is good and followed by an increase in the use of fintech, it does not necessarily affect someone to invest. According to Alber and Dabour (2020) people tend to take advantage of fintech technology, such as debit cards, credit cards, and e-money in their daily consumption activities because the process is faster and easier. This is because the use of fintech is mostly only intended for consumption, while in business activities there are not many so that the profits are only short-term.

Environment awaraness has a significant positive effect on investment interest with fintech mediation

The results of the analysis path test for the variable environment awaraness on investment interest mediated by fintech have a value of 1.37. Then for the environment variable, awaraness has a direct influence on investment interest with a value of 1.31. And for the fintech variable on investment interest, it has no direct influence and has a value of 0.047. The results of the test show that by using intervening variables, the value is higher than the direct influence between environmental variables and fintech on investment interest. Thus, the influence of environmental awareness on investment interest will have a greater impact on fintech mediation than the direct influence between the two variables.

Tumewu (2019) Classifying the environment includes political and social conditions, economy, technology and the people around who are encouraging. The environment plays a very important role in influencing an individual's perception, especially if the investment made is a correct investment and is based on Islamic law such as the Sharia Capital Market. Furthermore, based on the answers from the respondents, many also chose political, economic and social conditions to provide investment interest for Gen Z. This is because these conditions, especially political and economic, will affect the economy of a country. Young investors consisting of Gen Z will pay close attention and detail through the movement of the Sharia Capital Market every period from economic changes and political contingencies with general elections. This is in line with the research (Hasan and Uddin 2022) which states that politics is empirically calculated and positively related to stock returns and investments. Therefore, investment interest from Gen Z will be higher if it is influenced by the environment of awaraness and supported by the use of fintech.

Conclusion

Investment Interest will affect Gen Z's behavior in managing their finances. Currently, the development of investment, especially in securities in the Sharia Capital Market, is getting easier and faster with the use of technology and fintech. Moreover, Gen Z is very familiar with gadgets and technology today, of course, these developments must also be balanced with productive activities. This study examines the effect of financial inclusion and environmental awareness on investment interest with fintech as an intervening variable and the results are as follows:

- a. Analysis on the influence of Islamic financial inclusion on investment interest does not have a significant positive influence.
- b. Analysis of Environment awareness on investment interest has a significant positive influence.
- c. Analysis of the influence of Fintech on investment interest does not have a significant positive influence.
- d. The Islamic Financial Inclusion Variable on investment interest when mediated by fintech produces a higher value than the direct influence of the financial inclusion variable on investment interest.
- e. The variable Environment awareness on investment interest when mediated by fintech produces a higher value than the direct influence of the environment awareness variable on investment interest.

This study has limitations in the variables used are non-financial. Furthermore, the research data collected by the respondents came from East Java Province only. Therefore, for further research, financial variables can be added, for example by using the jansen alpha method and financial ratios and increasing the scope of a wider range of research respondents to produce a more comprehensive research.

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