

# **Determinant factors of Investor Behaviour With Mediation Intention in Sharia Investment Decision Making**

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## **ABSTRACT**

*This study aims to analyze the influence of attitude factors on behaviour through investor intentions, subjective norms, behaviour, religiosity, religious events, behavioural control and profit maximization. These factors analyzed for their influence on investment behaviour in Islamic stocks mediated by investor intentions. This research is a type of quantitative research using primary data. The data collection process is carried out on respondents who have stock accounts for transactions. The selection of investor respondents is expected to reflect real decisions in the investment decision-making process. Data obtained through a research instrument in the form of a questionnaire designed to accommodate the variables to be studied. Data analysis using PLS with Structural Equation Analysis (SEM). The results show that subjective norms, religious factors, religious holidays and profit maximization, separately influence investor behaviour through investor intentions. Also, this study found that subjective norms do not affect investor intentions and behavioural control influences investor behaviour.*

Kata Kunci: *investor, behaviour investor, sharia stock*