

ABSTRAK

PENGARUH ENVIRONMENTAL KNOWLEDGE DAN ENVIRONMENTAL CONCERN TERHADAP KEPUTUSAN INVESTASI SAHAM BERBASIS ESG DENGAN ATTITUDE SEBAGAI MEDIASI

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2024

Penelitian ini bertujuan untuk mengetahui pengaruh *environmental knowledge*, *environmental concern* yang dimediasi dengan *attitude* terhadap keputusan investasi pada generasi Y dan generasi Z. Populasi dalam penelitian ini adalah investor yang sedang atau pernah melakukan investasi pada indeks yang berbasis pada skor ESG (*environmental, society, and governance*). sebanyak 119 responden. Teknik pengambilan sampel menggunakan non probability sampling dengan metode purposive sampling. Teknik analisis data yang digunakan dalam uji pengaruh variabel adalah *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan aplikasi SmartPLS 3.0, dan Teknik analisis uji beda menggunakan Uji-T pada aplikasi IBM SPSS 26. Hasil penelitian ini menunjukkan bahwa: (1) *Attitude* memediasi sebagian (*partial mediation*) pengaruh *environmental knowledge* terhadap keputusan investasi, (2) *Attitude* memediasi sebagian (*partial mediation*) pengaruh *environmental concern* terhadap keputusan investasi, (3) Terdapat perbedaan keyakinan dalam pertimbangan Keputusan Berinvestasi saham berbasis ESG pada Generasi Y dan Generasi Z.

Kata Kunci: *environmental knowledge, environmental concern, attitude, keputusan investasi*

ABSTRACT

THE INFLUENCE OF ENVIRONMENTAL KNOWLEDGE AND ENVIRONMENTAL CONCERN ON ESG-BASED STOCK INVESTMENT DECISIONS WITH ATTITUDE AS MEDIATION

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This study aims to investigate the influence of environmental knowledge and environmental concern, mediated by attitude, on investment decisions among Generation Y and Generation Z. The population of this study consists of investors who have engaged in or are currently involved in investing in ESG (environmental, social, and governance) index-based funds, totaling 119 respondents. The sampling technique employed was non-probability sampling using purposive sampling method. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS) with Smart PLS 3.0 application, and differential analysis was performed using the t-test in IBM SPSS 26. The results indicate that: (1) Attitude partially mediated the influence of environmental knowledge on investment decisions, (2) Attitude partially mediated the influence of environmental concern on investment decisions, and (3) There were differences in beliefs regarding ESG-based stock investment decisions between Generation Y and Generation Z.

Keywords: environmental knowledge, environmental concern, attitude, investment decision