

ABSTRACT

This study aims to empirically examine the determinants influencing Generation Z's intention to invest in digital gold (E-mas) through the BYOND by BSI application. Integrating the Theory of Planned Behavior, Prospect Theory, and Perceived Risk Theory, this research investigates the interplay between driving factors namely income, expected return, and Islamic financial literacy and psychological barriers, comprising cyber risk, liquidity risk, and corporate reputation risk.

Utilizing a quantitative approach, data were collected from 234 Generation Z respondents domiciled in Central Java, Indonesia, and analyzed employing Partial Least Squares Structural Equation Modeling (PLS-SEM).

The findings reveal that income, expected return, and Islamic financial literacy exert a positive and significant effect on investment intention. Conversely, perceived cyber risk (privacy threats), liquidity risk (performance uncertainty), and corporate reputation risk exhibit a negative and significant influence on investment intention. These results elucidate the cognitive trade-offs faced by digital natives, confirming that while financial capacity and ethical conviction drive adoption, multidimensional risks activate loss aversion bias, acting as fundamental psychological barriers. Consequently, this study suggests that Islamic banking institutions must prioritize robust cybersecurity, transparent liquidity mechanisms, and comprehensive Sharia compliance communication to foster youth investment participation.

Keywords: *Investment Intention, Digital Gold, Income, Perceived Risk, Expected Return, Islamic Financial Literacy, Generation Z.*

