ABSTRACT

This study aims to analyze the influence of environmental awareness, religiosity, digital financial literacy, attitudes, subjective norms, and perceived behavioral control on green sukuk investment intentions. Furthermore, the researcher developed the Theory of Planned Behavior by positioning attitudes and perceived behavioral control as mediating variables to strengthen the chain of analysis of investment intentions. This explanatory research utilizes primary and secondary data sources. Primary data were obtained directly from respondents through an online Likert-scale questionnaire distributed in May 2026. Secondary data were obtained from journals and literature relevant to the study. Sampling focused on specific demographic criteria, with a net sample size of 213 Generation Z respondents residing in Jakarta. The data analysis technique used Partial Least Squares (PLS) as an alternative method to Structural Equation Modeling (SEM). The results of this study indicate that attitudes, subjective norms, and perceived behavioral control have a significant positive effect on green sukuk investment intentions. Environmental awareness and religiosity have a significant positive effect on attitudes. Digital financial literacy also has a significant positive effect on perceived behavioral control. Furthermore, the analysis proves that attitudes mediate the relationship between environmental awareness and religiosity with green sukuk investment intentions, and perceived behavioral control mediates the relationship between digital financial literacy and green sukuk investment intentions.

Keywords : Generation Z, Investment Intention, Theory of Planned Behavior, Green Sukuk