



INTENTION OF MUSLIM AND NON-MUSLIM INDONESIAN INVESTORS IN INVESTING IN RETAIL SUKUK

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ABSTRACT

This study aims to analyze the factors that influence the intention of individual investors, both Muslim and non-Muslim, to invest in Retail Sukuk issued by the Indonesian government using the Theory of Planned Behavior (TPB). This study is quantitative research. Data was obtained by distributing questionnaires that had previously been tested to ensure their validity and reliability. The participant data was processed by 214 participants who came from various levels of society and various cities in Indonesia. Furthermore, the data was processed using the Microsoft Excel application and the Smart PLS-SEM application version 3.3.3. The results show that the intentions of Muslim investors and non-Muslim investors are both significantly determined by their attitude toward investing, subjective norms that exist within them, and perceptions of behavioral control. The government considers the results of this research as input for determining the right strategy to expand the retail sukuk investor base, both Muslim and non-Muslim investors in Indonesia. The limitations of this study are the number of participants which is quite small.

1. Introduction

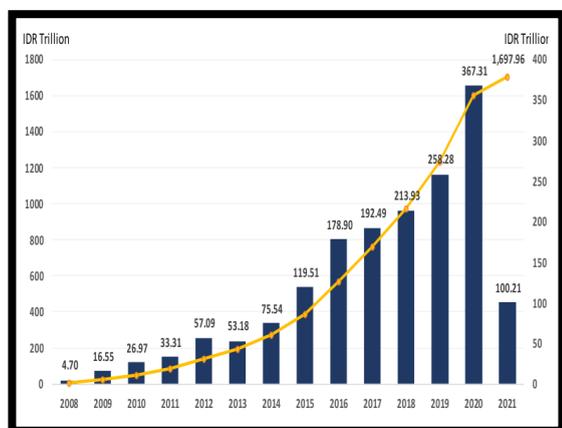
Background

In the 2021 APBN information booklet, the Ministry of Finance governments that the development of creative and innovative financing schemes is the goal of the direction of government financing policy. In addition, it is also intended to cover the budget deficit and to finance financing expenditures, including in the form of investment financing, lending, and loan obligations. One of the plans to fulfill debt financing in 2021 is the issuance of retail Government Securities (SBN), both conventional SBN and Sharia SBN (SBSN).

For more than a decade SBSN, also known as Government Sukuk, has become a reliable instrument in government financing and investment activities, especially in the process of diversifying financing sources. Another role of SBSN is to be able to participate in developing Islamic financial markets, provide sharia-based financial instruments, and also broaden the existing investor base in the Indonesian financial market.

Table 1 provides an overview of the development of SBSN (Government Sukuk) from 2008 to March 2021. As of March 2021, it was recorded that the number of funds obtained by the government from issuing Government Sukuk was IDR 1,697.96 trillion. This amount is equivalent to 19% market share of Government Securities.

Table 1 Development of SBSN 2008 – March 2021



Source: DJPPR, Ministry of Finance.

Until the first quarter of 2021, retail sukuk was issued for the first time. In 2009, it reached a nominal value of IDR 241.8T or 14.24% of the total funds raised through the issuance of Government Sukuk with a total of 471,892 investors. Data on the number of funds and the number of retail sukuk investors from 2009 to 2020 are presented in Table 2. Statistically, the number of retail sukuk investors tends to increase each year. However, judging from the percentage value of the annual increase, it seems very fluctuating. Even in 2020, the percentage increase in the number of investors is very far from the percentage increase in the number of investors in 2019. The same thing happened

to the number of funds obtained from the issuance of retail sukuk. Even though nominally it tends to increase every year, the percentage increase every year is very fluctuating. This is what attracts the interest of many researchers to reveal this phenomenon.

Table 2 Amount of Funds and Number of Retail Sukuk Investors from 2009 to 2020

Year	Size (IDR Million)	Interannual Percentage Increase	Number of Investors (Person)	Interannual Percentage Increase
2009	5,556,290	-	14,295	-
2010	8,033,860	44.59%	17,231	20.54%
2011	7,341,410	-8.62%	15,847	-8.03%
2012	13,613,805	85.44%	17,606	11.10%
2013	14,968,875	9.95%	17,783	1.01%
2014	19,323,345	29.09%	34,692	95.09%
2015	21,965,035	13.67%	29,706	-14.37%
2016	34,085,122	55.18%	59,782	101.25%
2017	14,037,310	-58.82%	29,838	-50.09%
2018	13,382,252	-4.67%	34,399	15.29%
2019	30,301,217	126.43%	79,250	130.38%
2020	43,229,800	42.67%	85,747	8.20%

Source: DJPPR, Ministry of Finance, processed.

In the last ten years, there has been strong growth in Islamic finance and banking worldwide (Tahir & Brimble, 2011). Kurniasari, (2014) argues that currently the concept of sharia-based finance has been widely accepted by the world. He also said that this concept has become an alternative for financial markets that want compliance in carrying out sharia business (sharia compliance) as well as to make it a source of profit (profit source). According to Saiti et al. (2019), Islamic finance has shown great potential to change the global financial landscape in recent years.

The market.bisnis.com website on November 23, 2020, revealed that despite showing a downward trend in sales in the last several series, the prospects for the retail bond market in Indonesia in 2021 are still bright. Head of Economics Research Pefindo, Fikri C. Permana, said that the prospects for retail bonds next year are still very good. One of the pillars of the prospects for retail bonds in Indonesia is the increasing public interest in investing. This can be seen from the number of retail bond sales throughout 2020 which showed an increasing trend. This year's sales of Indonesian retail bonds were much better than the previous year's. In 2019, the government raised funds of IDR 49.7 trillion from the 10 series of bonds offered. According to Fikri, this indicates that the retail bond market in Indonesia is still quite large and has not been fully explored and that public interest in buying retail bonds in 2021 is likely to remain high. In addition to security, the Indonesian people now have a fairly good understanding of the importance of investing and the instruments to choose from, including retail bonds.

Research on investor interest or intentions, especially in retail sukuk investments issued by the government, is still very limited. Therefore, based on data on the development of retail sukuk, the development of the number of investors buying retail sukuk, financing policies set by the government, and to

find out what factors influence the interest (intention) of investors in investing in Government Sukuk in Indonesia, then this analysis is needed. The theory used as the basis for the analysis of this research is the Theory of Planned Behavior (TPB). This study also compares the intentions of Muslim investors with those of non-Muslim investors in investing in retail sukuk issued by the government.

2. Theoretical Framework And Hypothesis Development

2.1. Theory Planned Behaviour (TPB)

TPB was put forward by Ajzen in 1985 which he later perfected in 1991 and 2002. This theory combines several key concepts in the social sciences and human behavior. This theory also defines various concepts for predicting and understanding certain behaviors in certain contexts. The application of TPB in certain fields provides various information that is very useful in understanding human behavior.

Ajzen (1991) believes that the main factor in TPB is intention. This intention is seen as a factor that will influence a person's level of practice or behavior. Whatever an individual does, there is a purpose to be achieved. The greater the individual's intention, the greater the impact of that intention. This intention is influenced by three main factors, namely attitude toward behavior, subjective norms, and perceived behavioral control. The relationship between factors in TPB is presented in Figure 1.

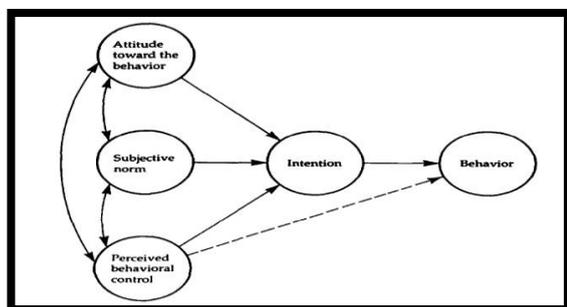


Figure 1 Theory of Planned Behavior, Source: Attitudes, personality and behavior, 2011, p.118, Icek Ajzen, University of Massachusetts at Amherst

Ajzen (1991) also explains that humans are rational beings. Every action taken by the individual has been considered by his common sense. In addition, individuals always consider the impact of their actions. As social beings, humans will always need the presence of other people. This is what causes the behavior shown by one person to be able to influence the behavior of others.

2.2. Structural Equation Model (SEM)

Haryono (2014) describes that SEM is a method developed from path analysis and multiple regression. The advantage of SEM lies in a more comprehensive data analysis process. In general, SEM

can be used in analyzing a research model consisting of exogenous variables and endogenous variables as well as moderating variables and intermediate variables.

2.3. Sukuk

The definition of sukuk according to the Financial Services Authority Regulation Number 3/POJK.04/2018 is sharia securities in the form of certificates or proof of ownership that are of equal value and represent an inseparable or undivided part (syuyu'/undivided share), of the underlying assets. Sharia securities are securities that have contracts, management methods, and business activities; assets that form the basis of the contract, how to manage business activities; and/or assets related to the said securities and their issuers, that are not in conflict with Sharia Principles in the Capital Market.

2.4. Government Sharia Securities (SBSN) or Government Sukuk

The definition of Government Sukuk according to Law Number 19 of 2008 is securities denominated in rupiah and foreign currency based on sharia principles issued by the Republic of Indonesia, either implemented directly by the government or through SBSN Issuing Companies, as evidence of the share of equity in assets SBSN and must be paid or guaranteed payment of Rewards and their Nominal Value by the Republic of Indonesia, under the provisions of the agreement governing the issuance of said SBSN. Issuance of this Government Sukuk is one of the sources of financing in the Government Budget.

2.5. Retail Government Sukuk

Retail Government Sukuk, commonly abbreviated as retail sukuk, is a bond-like financial instrument issued by the government in the domestic market for Indonesian citizens, based on sharia principles, such as free from usury, maysir, and gharar. This financial instrument is one of the diversifications of Government Sukuk. The government offers retail sukuk as an investment instrument that is safe, easy, affordable, and profitable for the holder. Because it is managed according to sharia principles, the concept of interest on conventional bond coupons is replaced by the concept of reward with a sharia contract, which is the result of a transaction based on a certain contract. Retail sukuk returns are the result of ujah (rent) on an ijarah contract.

Currently, retail sukuk consists of two series, namely the retail sukuk (SR) series which can be traded (tradable) in the secondary market and the series sukuk savings (ST) which cannot be traded (non-tradable). The target investors from retail sukuk are Muslim investors who wish to invest in government bonds with Sharia principles, however, these Islamic securities are also open to non-Muslim investors.

2.6. Research Related to Investor Intention

Khan et al., (2020) concluded that compatibility, internal influence, external influence, and intrinsic motivation were found to be significant predictors of investors' behavioral intentions in investing in sukuk. In addition, it was also found that religious aspects not only positively influence investors' behavioral intentions but also function as a moderator in the relationship between behavioral intentions and their internal and external influences.

Latifah (2020) concluded that the issuance of Government Sukuk has had a very positive impact. These include developing financing projects, developing Islamic financial markets, creating brands in Islamic financial markets, developing alternative investment instruments, and utilizing public funds.

Muhammad et al., (2019) concluded that investors' behavioral intentions negatively assessed the demand for retail sukuk SR-005, while the price, credit level, and investment level of mudarabah accounts did not affect the demand for retail sukuk SR-005.

Bakhtiar (2019) shows that there is no relationship between knowledge of sukuk and people's intention to invest in sukuk. The knowledge variable only has an effect of 14.3%.

Hastuti (2018) concluded that opportunities for additional budget funds can be obtained through sukuk. The government is expected to be able to issue government savings sukuk for individual investors so that more and more layers of society invest.

Ashidiqi & Arundina (2017) concluded that the results of the Structural Equation Modeling analysis show that all determinants of intention in TPB have significant figures and all observed variables have a positive and significant relationship to student attitudes in investing in sukuk.

Warsame & Ileri (2016) shows that this attitude has a significant positive effect on the intention to use sukuk. This study also found that religiosity does not affect the use of sukuk, but behavioral factors such as quality of customer service and knowledge of the characteristics of the sukuk are very important to improve people's perceptions of the sukuk. In addition, increasing awareness about sukuk to Muslim and non-Muslim investors will increase the use of sukuk.

Peristiwo (2016) concluded that there were 2 (two) factors that most significantly influenced investors' intentions in sharia instruments. The first is the halalness of yields. The second is the belief that sharia securities do not conflict with sharia principles.

Yuliati (2011) concluded that investment risk and Islamic products are positively correlated with the public's desire to invest.

2.7. Research Framework

The relationship between variables used in this study is described in a research framework which is also used by Chasbi Ashidiqi and Tika Arundina (2016) as presented in Figure 2.

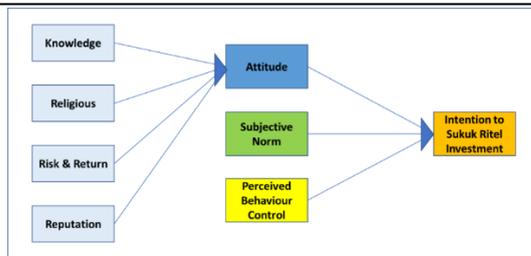


Figure 2 Research Framework

2.8. Hypothesis

Based on all the explanations above, the variables studied are intention, attitude, subjective norm, and Perceived behavioral control. Meanwhile, the variables of investor knowledge, religion (religious), risk and return, and government reputation are also examined to find out how they influence attitudes.

According to Sugiyono (2013), the research hypothesis is a temporary answer, namely an answer based on relevant theory and not yet based on empirical facts, on the formulation of the research problem. Therefore, the research hypothesis is as follows.

- 1) H₁₁ = attitude has a positive effect on the intention of Muslim and non-Muslim investors in investing in Government Sukuk.
- 2) H₁₂ = subjective norm has a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.
- 3) H₁₃ = perceived behavioral control has a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.
- 4) H₁₄ = knowledge has a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.
- 5) H₁₅ = religion has a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.
- 6) H₁₆ = risk and return have a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.
- 7) H₁₇ = government reputation has a positive effect on the intention of Muslim and non-Muslim investors to invest in retail sukuk.

3. Research Methods

The method used in this research is quantitative research. The researcher created a structured question (questionnaire) that previously had been tested to determine its validity and reliability and then distributed it to the participants. The questionnaire is designed in such a way that can answer research questions. Furthermore, the results of distributing the questionnaires were processed using the Microsoft Excel application and the SEM-Smart PLS-3 application.

3.1. Types and Sources of Data

This study uses primary data as the type and source of data. Data collection was carried out through a survey using a questionnaire that was sent directly to the target participants, namely investors, potential investors, and potential retail sukuk investors. Sending the questionnaire link is done online through various social media applications, email, and other digital communication media. Accidental sampling was used in this study as a technique for determining the sample. Following the opinion of Sugiyono (2008), this technique is used when the researcher selects a random sample, depending on the availability and ease of access of the participants.

3.2. Variable Operational Definitions

The object of this research consists of two types of variables, namely exogenous variables and endogenous variables. The exogenous variables in this study are attitude variables (X_1), subjective norms (X_2), and perceptions of behavioral control (X_3), while the endogenous variables in this study are the intention variables of Muslim investors and non-Muslim investors in investing in retail sukuk. (Y). In addition, there are exogenous variables that influence attitude variables, namely knowledge (X_4), religion (X_5), risk and return (X_6), and government reputation (X_7).

3.2.1. Exogenous Variables

Exogenous variables are variables that affect other variables. In this study, the exogenous variables are:

- a) Attitude
Ajzen (2011) defines attitude as an individual's positive or negative evaluation of certain actions or behaviors. The individual's attitude towards a particular action is greatly influenced by the various consequences that can occur from the action itself. In addition, attitudes are also determined by various beliefs (salient beliefs) of individuals in their subjective assessment of the environment. What is meant in this study is the act of investing in retail sukuk. According to Warsame and Ileri (2016), attitude is one of the main factors that influence investors' intention to invest in sukuk and sharia instruments.
- b) Subjective Norm
According to Ajzen (2011), subjective norms can be described as individual perceptions of environmental pressure on him to do or not to do certain behaviors. This perception is the belief of each normative individual. Environmental pressure is usually carried out by people who have a close relationship with the individual, for example, parents, siblings, husband/wife, children, lovers, superiors, co-workers, etc.
- c) Perceived behavioral control
According to Ajzen (2011), perceived behavioral control is an individual's perception of whether or not it is easy to perform a certain action.

Perception is determined by two factors, namely belief control and perceived power control. Control beliefs are assumptions that exist in each individual about the presence or absence of factors that strengthen and hinder acting. This depends on the individual's experience and knowledge about the behavior, information about the behavior, and other things that influence the individual's opinion about the ease or difficulty of carrying out certain actions. On the other hand, perceived power control is an individual's assumption about how strongly he feels about each of the factors that support and inhibit the behavior.

- d) Knowledge
Ajzen (2011) holds that basically, a person's knowledge influences his attitude toward certain actions. Warsame and Ileri (2016), in their research in Qatar, concluded that a person's knowledge has a significant effect on their decision to invest in sukuk. In contrast, research by Bakhtiar (2019) found that there was no relationship between knowledge about sukuk and people's intention to invest in sukuk.
- e) Religion
The religious factor is defined as how the role of religion influences interest in investing in sukuk (Ashidiqi & Arundina, 2017). Research conducted by Peristiwa (2016) concluded that the main factor for investor interest in investing in Islamic financial instruments is the belief that Islamic sukuk are not contradictory to Islamic principles. Research by Khan et al. (2020) found that religious aspects not only positively influence investors' behavioral intentions but also serve as a moderator in the relationship between behavioral intentions and internal and external influences.
- f) Risk and return
Risk and return are the nature of the investment. Returns are future benefits that will be received by investors from the investments they make, while risks are the uncertainty of future benefits from the investment itself. Ashidiqi & Arundina (2017) argue that risk and return are an integral part of the investment itself. Research conducted by Yuliati (2011) concluded that investment risks and Islamic products have a positive correlation with people's desire to invest.
- g) Government Reputation
In the economic sector, the government's reputation is determined by its reliability, credibility, and social responsibility (Ashidiqi & Arundina, 2017).

3.2.2. Endogenous Variables

According to Sugiyono (2008), endogenous variables are variables that are affected or are the result of exogenous variables. In this study, the endogenous variable is the intention of Muslim investors and non-Muslim investors to invest in retail sukuk.

Intention is an indicator of someone who wants to try to do a certain action (Ajzen, 2011). Intention is a person's tendency to perform an action. According to TPB theory, intention is a function of three main factors, namely individual personal factors (attitudes), environmental influences (subjective norms), and individual control. The intention of this study refers to a person's tendency to invest in retail sukuk.

3.3. Research Instruments

To produce accurate data, each research instrument must have a measurement scale. The variables in this study were measured with a Likert scale. According to Sugiyono (2013), the Likert scale is commonly used in measuring one's opinions, perceptions, and attitudes towards something. For this study, the questionnaire submitted to the participants was measured on a Likert scale with five assessment ranges.

3.4. Data Collection Model

Ghozali (2008) argues that various ways can be used to collect data. For secondary data, one way that can be done is through a literature search. For primary data, one way can be done is through field studies, for example, interviews, observations, or the use of questionnaires. Therefore, the data collection model used in this study was a questionnaire and literature study.

There are two parts to the questionnaire conducted in this study, namely the part of the participant data and the part of the statements relating to the research variables. The questionnaire in this study adopted the questionnaire used by Ashidiqi & Arundina (2017) in their research but has been modified according to the objectives of this study.

The literature study aims to understand the various data needed in research. Sources of data used include literature and documents relevant to this research.

3.5. Data analysis method

The data analysis method used in this study is Partial Least Square (PLS). PLS is a powerful analytical method and is not based on many assumptions. L. Ghozali & Latan (2015) argues that PLS is a variant-based Structural Equation Modeling analysis that can perform measurement model testing and structural model testing simultaneously or simultaneously. The measurement model is used in validity and reliability tests, while the structural model is used in hypothesis testing.

The author uses PLS-SEM with the consideration that the number of samples is not large, namely less than 500 samples. By using PLS-SEM analysis, the tests carried out by:

3.5.1. Evaluation of the Measurement Model (Outer Model)

The measurement model shows how the manifest variable represents the latent variable to be measured. Evaluation of the measurement model is carried out to assess the validity and reliability of a model. This evaluation consists of convergent validity tests, discriminant validity tests, and construct reliability tests.

a) Convergent Validity Test

This test is related to a principle in which governments that indicators of a construct should be highly correlated. This test can be seen from the outer loading value for each construct indicator. An indicator is considered valid if it produces an outer loading that is greater than the recommended critical value, which is 0.50. In addition, it is also done by comparing the value of the Average Variance Extracted (AVE). According to L. Ghozali and Latan (2015), the recommended AVE value is at least 0.5.

b) Discriminant Validity Test

This test is used to see how the validity of a construct that is formed is compared to other constructs. The value of discriminant validity was measured using the cross-loading of the measurement results with the construct. An instrument is considered to fulfill the discriminant validity test if the measured construct indicator loading is greater than the other construct loading indicators.

c) Construct Reliability Test

The next test is testing the reliability of the construct which aims to determine the accuracy, consistency, and accuracy of the instrument in measuring the construct. Construct reliability in PLS can be seen from the composite reliability value as well as from Cronbach's Alpha value. According to L. Ghozali & Latan (2015), if the construct has combined reliability or Cronbach's Alpha greater than 0.70, then the manifest variable is concluded to have good accuracy, consistency, and accuracy of the instrument.

3.5.2. Evaluation of the Structural Model (Inner Model)

L. Ghozali and Latan (2015) argued that the evaluation of the structural model begins by paying attention to the R-Squares value of each endogenous latent variable. This is useful to know the predictive power of the model. This change in value can be used to explain the impact of certain exogenous latent variables on endogenous latent variables, "Does this variable have a substantive effect"?

Furthermore, the evaluation is carried out by taking into account the significance value. This is done to determine the effect between variables through the bootstrapping procedure. This procedure is nonparametric over the precision of the estimates made by the PLS. This procedure to enter the entire sample for resampling (Ghozali and Latan, 2015).

3.5.3. Hypothesis test

The next stage after the model has been tested, both as a whole and part, and a fit model is obtained is to test the hypothesis using the bootstrap resampling method. The t-test describes how far the

influence of one exogenous variable individually on the endogenous variable. This study uses a one-tailed significance test, which is a test that has one H_0 rejection area (located at the right or left end). Criteria in the t-test are done by comparing $t_{statistics}$ with t_{tables} . If the $t_{statistic}$ value is higher than the t_{table} value, then the hypothesis is accepted.

4. Results

The participants in this study were investors, potential investors, and any Indonesian people who know about sovereign sukuk, whether they have the intention or do not have the intention to invest in sovereign sukuk.

4.1. Questionnaire Answer Processing

Primary research data was conducted by collecting participant answers to questionnaires which were disseminated through various electronic applications, such as WhatsApp, email, and Instagram. Questionnaires were distributed to participants from July, 25 to November 10, 2021.

A total of 249 participants from various cities and various walks of life in Indonesia filled out the research questionnaire. Of these, 35 participants said they were unsure and had never heard of government sukuk. Thus, only 214 participant data can be processed. Information is presented in Table 3.

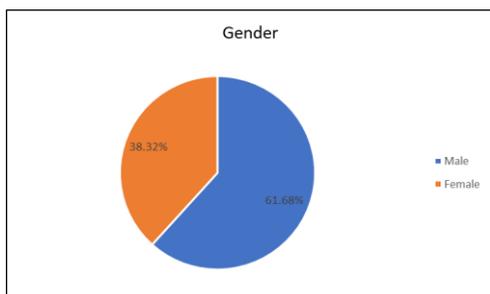
Table 3 Number of Participants Who Completed the Questionnaire and Who Eligible for Further Analysis

Description	Amount
The number of participants who filled out the questionnaire	249
Responses that stated they were hesitant to hear government sukuk	5
The response stated that they had never heard of government sukuk	30
Participant data that deserves to be processed further	214

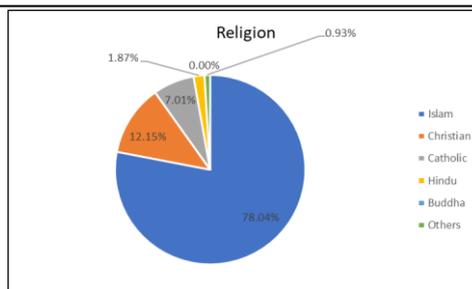
Source: processed from primary data

4.2. Participant Profile

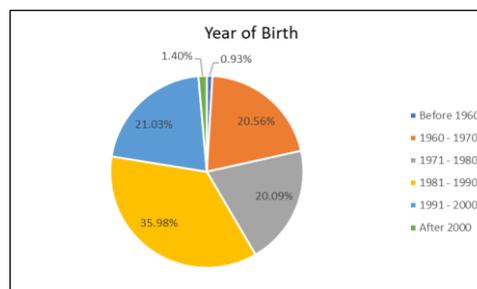
Based on the results of filling out the questionnaire, data were obtained regarding the characteristics of the participants in the form of gender, religion, range of years of birth, occupation, educational background, and income per month as presented in graphs 1 to 6.



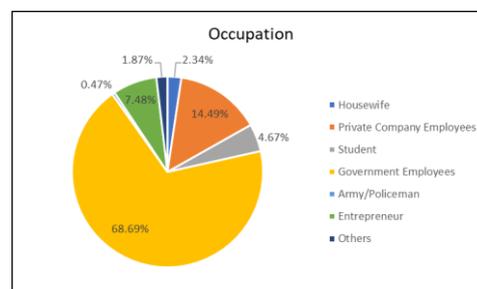
Graph 1 Percentage of Participants by Gender



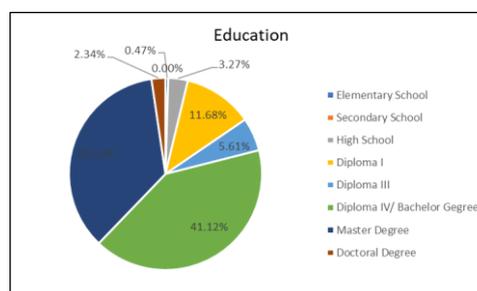
Graph 2 Percentage of Participants Based on Religion



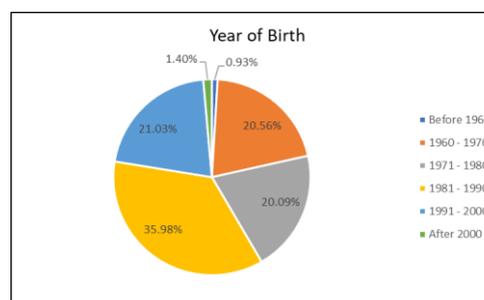
Graph 3 Percentage of Participants by Year of Birth



Graph 4 Percentage of Participants by Occupation



Graph 5 Percentage of Participants Based on Educational Background



Graph 6 Percentage of Participants Based on Monthly Income

4.3. Data analysis

Descriptive statistical analysis and inferential statistics were used to analyze both Muslim participant data and non-Muslim participant data.

4.3.1. Descriptive Statistical Analysis

Descriptive statistical analysis was used to determine the participant's responses to each statement submitted in the questionnaire form. The participants' answers were assessed based on the percentage figures obtained from the results of the comparison between the result score and the ideal score. The categorization of the percentage of participant response scores used the criteria according to Narimawati (2007) as presented in Table 4.

Table 4 Participant Response Criteria

Score Percentage	Criteria
20% – 36%	Very low
36.01% – 52.00%	Low
52.01% – 68.00%	High Enough
68.01% – 84.00%	High
84.01% – 100%	Very high

4.3.2. Descriptive Analysis of Attitude Variables

In this study, the attitude variable is exogenous and at the same time an endogenous variable as measured by three statements. The evaluation of Muslim participants' answers for the attitude variable is shown in Table 5 and the evaluation of non-Muslim participants' answers for the attitude variable is shown in Table 6.

Table 5 Responses of Muslim Participants to Attitude Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteri a
		5	4	3	2	1				
1	SIK1	62	43	51	7	4	653	835	78,20	High
2	SIK2	56	42	53	12	4	635	835	76.05	High
3	SIK3	32	51	63	15	6	589	835	70,54	High
Overall Average									74,93	High

Source: processed from primary data

Table 6 Responses of Non-Muslim Participants to Attitude Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	SIK1	10	9	22	4	2	162	235	68,94	High
2	SIK2	12	16	11	5	3	170	235	72,34	High
3	SIK3	10	9	19	7	2	159	235	67,66	High Enough
Overall Average									69.65	High

Source: processed from primary data

4.3.3. Variable Descriptive Analysis of Subjective Norms

The subjective norm variable is exogenous as measured by five statements. The evaluation of Muslim participants' answers to the subjective norm variable is shown in Table 7 and the evaluation of non-

Muslim participants' answers to the subjective norm variable is presented in Table 8.

Table 7 Responses of Muslim Participants to Subjective Norm Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	NOR1	11	30	54	44	28	453	835	54,25	High Enough
2	NOR2	9	28	57	44	29	445	835	53,29	High Enough
3	NOR3	11	17	62	47	30	433	835	51.86	Low
4	NOR4	13	46	60	27	21	504	835	60,36	High Enough
5	NOR5	21	53	51	27	15	539	835	64.55	High Enough
Overall Average									56,86	High Enough

Source: processed from primary data

Table 8 Non-Muslim Participant Responses to Subjective Norm Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	NOR1	5	7	6	17	12	117	235	49,79	Low
2	NOR2	4	10	8	15	10	124	235	52,77	High Enough
3	NOR3	3	4	12	15	13	110	235	52,77	High Enough
4	NOR4	5	10	10	14	8	131	235	55,74	High Enough
5	NOR5	9	9	10	11	8	141	235	60.00	High Enough
Overall Average									53.02	High Enough

Source: processed from primary data

4.3.4. Descriptive Analysis of Perceived behavioral control Variables

The perceived behavioral control variable is an exogenous variable that is measured by four statements. The assessment of Muslim participants' answers is presented in Table 9 while the evaluation of non-Muslim participants' answers is presented in Table 10.

Table 9 Responses of Muslim Participants to Perceived Variables of Behavioral Control

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteri a
		5	4	3	2	1				
1	PKP1	36	66	42	15	8	608	835	72,81	High
2	PKP2	61	64	32	7	3	674	835	80,72	High
3	PKP3	40	51	49	15	12	593	835	71.02	High
4	PKP4	45	63	44	9	6	633	835	75,81	High
Overall Average									75.09	High

Source: processed from primary data

Table 10 Responses of Non-Muslim Participants to Perceived Variables of Behavioral Control

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	PKP1	15	17	10	4	1	182	235	77.45	High
2	PKP2	21	16	5	4	1	193	235	82,13	High
3	PKP3	17	12	11	6	1	179	235	76,17	High
4	PKP4	17	15	9	5	1	183	235	77,87	High

Overall Average	78,40	High
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Source: processed from primary data

4.3.5. Knowledge Variable Descriptive Analysis

The knowledge variable is an exogenous variable that is measured by four statements. Muslim participants' assessment of the answers to the knowledge variable is shown in Table 11 and the assessment of Muslim participants' answers to the knowledge variable is shown in Table 12.

Table 11 Responses of Muslim Participants to Knowledge Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	PEN1	60	50	31	12	14	631	835	75,57	High
2	PEN2	45	36	46	18	22	565	835	67,66	High Enough
3	PEN3	34	46	29	31	27	530	835	63,47	High Enough
4	PEN4	50	45	24	27	21	577	835	69,10	High
Overall Average								68,95	High	

Source: processed from primary data

Table 12 Non-Muslim Participant Responses to Knowledge Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	PEN1	21	14	10	2	0	195	235	82,98	High
2	PEN2	16	13	9	8	1	176	235	74,89	High
3	PEN3	14	13	13	5	2	173	235	73,62	High
4	PEN4	20	10	6	9	2	178	235	75,74	High
Overall Average								76,81	High	

Source: processed from primary data

4.3.6. Descriptive Analysis of Religious Variables

The religious variable is an exogenous variable that is measured by three statements. The evaluation of the participants' answers for the religious variable is shown in Table 13 and the evaluation of the participants' answers for the religious variable is shown in Table 14.

Table 13 Responses of Muslim Participants to Religion Variables

No	Statem ent	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	REL1	68	50	39	8	2	675	835	80,84	High
2	REL2	83	47	27	5	5	699	835	83,71	High
3	REL3	87	53	21	3	3	719	835	86,11	High
Overall Average								83,55	High	

Source: processed from primary data

Table 14 Responses of Non-Muslim Participants to Religion Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	REL1	3	10	21	6	7	137	235	58,30	High Enough
2	REL2	6	11	14	5	11	137	235	58,30	High Enough
3	REL3	4	11	15	6	11	132	235	56,17	High Enough

Overall Average	57,59	High Enough
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Source: processed from primary data

4.3.7. Descriptive Analysis of Risk and Return Variables

Risk and return variables are exogenous variables as measured by four statements. The evaluation of Muslim participants' answers to the risk and return variables is shown in Table 15 and the evaluation of non-Muslim participants' answers to the risk and return variables is shown in Table 16.

Table 15 Responses of Muslim Participants to Risk and return Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteri a
		5	4	3	2	1				
1	RIS1	63	48	43	8	5	657	835	78,68	High
2	RIS2	26	53	66	17	5	579	835	69,34	High
3	RIS3	72	51	30	9	5	677	835	81,08	High
4	RIS4	43	53	57	9	5	621	835	74,37	High
Overall Average								75,87	High	

Source: processed from primary data

Table 16 Responses of Non-Muslim Participants to Risk and return Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	RIS1	17	14	14	2	0	187	235	79,57	High
2	RIS2	7	19	17	4	0	170	235	72,34	High
3	RIS3	20	17	9	1	0	197	235	83,83	High
4	RIS4	16	16	11	4	0	185	235	78,72	High
Overall Average								78,62	High	

Source: processed from primary data

4.3.8. Descriptive Analysis of Government Reputation Variables

The government's reputation variable is an exogenous as measured by three statements. The evaluation of Muslim participants' answers to the government's reputation variable is shown in Table 17 and the assessment of Muslim participants' answers to the government's reputation variable is shown in Table 18.

Table 17 Responses of Muslim Participants to Government Reputation Variables

No	Statem ent	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	REP1	55	74	30	5	3	674	835	80,72	High
2	REP2	52	75	34	3	3	671	835	80,36	High
3	REP3	67	61	31	4	4	684	835	81,92	High
Overall Average								81,00	High	

Source: processed from primary data

Table 18 Non-Muslim Participant Responses to Government Reputation Variables

No	State ment	Participant Responses					Scor e	Ideal Scor e	%	Criteria
		5	4	3	2	1				
1	REP1	18	20	9	0	0	197	235	83,83	High

2	REP2	17	20	8	2	0	193	235	82,13	High
3	REP3	24	14	9	0	0	203	235	86,38	Very high
Overall Average									84,11	Very high

Source: processed from primary data

4.3.9. Variable Descriptive Analysis of Intention to Invest in Government Sukuk

The intention variable is an endogenous variable that is measured by three statements. The evaluation of the participant's answers for the intention variable is shown in Table 19 and the evaluation of the participants' answers for the intention variable is shown in Table 20.

Table 19 Responses of Muslim Participants to Intention Variables

No	State ment	Participant Responses					Score	Ideal Score	%	Criteria
		5	4	3	2	1				
1	MIN1	39	61	53	9	5	621	835	74,37	High
2	MIN2	38	54	58	12	5	609	835	72,93	High
3	MIN3	27	39	65	22	14	544	835	65,15	High Enough
Overall Average									70,82	High

Source: processed from primary data

Table 20 Responses of Non-Muslim Participants to Intention Variables

No	State ment	Participant Responses					Score	Ideal Score	%	Criteria
		5	4	3	2	1				
1	MIN1	8	16	17	5	1	166	235	70,64	High
2	MIN2	8	15	18	5	1	165	235	70,21	High
3	MIN3	5	13	20	7	2	153	235	65,11	High Enough
Overall Average									68,65	High

Source: processed from primary data

4.3.10. Inferential Statistical Analysis

In this study, the inferential statistical analysis used was Structural Equation Modeling (SEM) through the Partial Least Square (PLS) approach. The tool used in this analysis is the SmartPLS application version 3.3.3. In the PLS approach, certain distribution assumptions for parameter estimation are not required. Thus parametric techniques do not need to be used in assessing its significance. PLS-SEM is used to find out how predictive relationships are between constructs. This is done by paying attention to whether there is a relationship or influence between constructs. By using PLS-SEM, tests can still be carried out even if they do not use a strong basic theory. The use of PLS-SEM can also ignore several nonparametric and parametric assumptions about the accuracy of the prediction model by paying attention to the value of the coefficient of determination.

(1) Evaluation of the Measurement Model (Outer Model)

The evaluation of the measurement model describes how to manifest variables measure latent variables. Evaluation is carried out to assess the validity

and reliability of a model. This evaluation consists of convergent validity tests, discriminant validity tests, and construct reliability tests. The measurement model for Muslim participants is presented in Figure 3 and the measurement model for non-Muslim participants is presented in Figure 4.

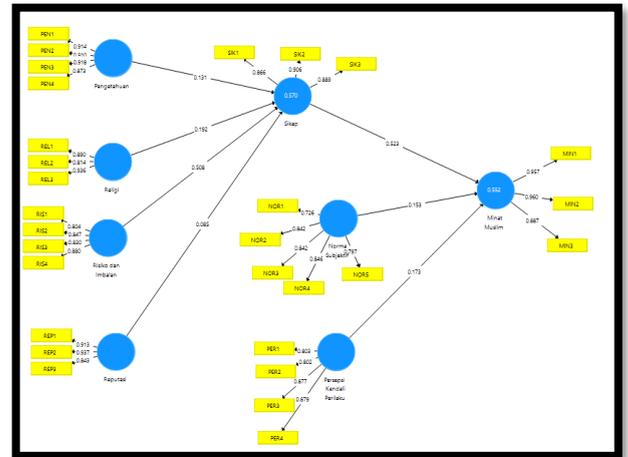


Figure 3 Measurement Model of Muslim Participant PLS Algorithm Results

Source: processed from SmartPLS 3.3.3.

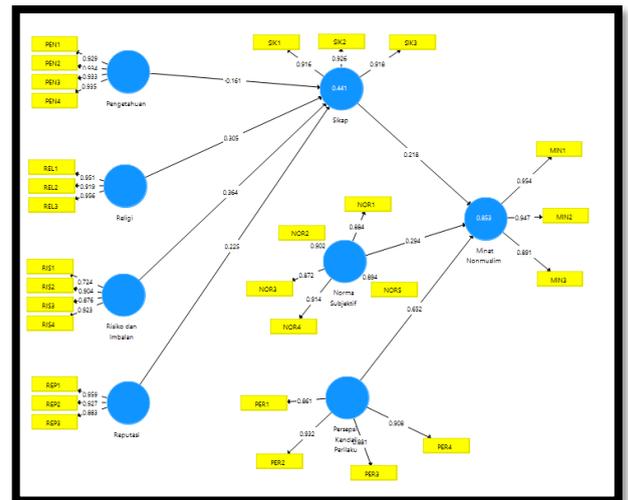


Figure 4 Measurement Model of PLS Algorithm Results for Non-Muslim Participants

Source: processed from SmartPLS 3.3.3.

(2) Convergent Validity Test on Muslim Participants

The convergent validity test is related to the principle that indicators of a construct should have a high correlation. This test can be assessed from the outer loading number on each construct indicator. An indicator is considered valid if it has an outer loading greater than 0.50, which is the recommended critical number. If the outer loading value is <0.50, then the indicator in question can be eliminated from the construct. If the outer loading value ranges from 0.50 to 0.70, then the indicator does not need to be eliminated as long as the Average Variance Extracted (AVE) has a value greater than 0.50. However, if the

AVE value is less than 0.50, then the indicator with a small outer loading value can be eliminated to correct the research model.

Table 21 Convergent Validity Test Results for All Variables in Muslim Participants

	Muslim Intention	Subjective Norm	Knowledge	Perceived Behaviour Control	Religious	Reputation	Risk and Return	Attitude
MIN1	0.957							
MIN2	0.96							
MIN3	0.887							
NOR1		0.726						
NOR2		0.842						
NOR3		0.842						
NOR4		0.846						
NOR5		0.797						
PEN1			0.914					
PEN2			0.91					
PEN3			0.918					
PEN4			0.873					
PER1				0.803				
PER2				0.802				
PER3				0.877				
PER4				0.879				
REL1					0.89			
REL2					0.814			
REL3					0.936			
REP1						0.913		
REP2						0.937		
REP3						0.843		
RIS1							0.804	
RIS2							0.847	
RIS3							0.83	
RIS4							0.88	
SIK1								0.866
SIK2								0.906
SIK3								0.889

Sumber: diolah dari SmartPLS 3.3.3.

Table 21 shows the results of the convergent validity test for all variables in Muslim participants. Based on these data, it is known that all indicators have an outer loading number greater than 0.50 so that they can be declared valid. Likewise, the AVE values of these variables are worth greater than 0.50 as shown in Table 22.

Table 22 Construct Reliability and Validity Test Results for All Variables in Muslim Participants

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Muslim Intention	0.929	0.946	0.955	0.875
Subjective Norm	0.871	0.882	0.906	0.659
Knowledge	0.926	0.935	0.947	0.817
Perceived Behaviour Control	0.862	0.88	0.906	0.707
Religious	0.86	0.91	0.912	0.777
Reputation	0.88	0.88	0.926	0.807
Risk and Return	0.861	0.863	0.906	0.707
Attitude	0.865	0.869	0.917	0.787

Source: processed from SmartPLS 3.3.3.

(3) Validity Test on Non-Muslim Participants

Table 23 shows the results of the convergent validity test for all variables in non-Muslim participants. Based on these data, it is known that all indicators have an outer loading value greater than 0.50 so they can be declared valid. Likewise, the AVE values for these variables are worth greater than 0.50 as presented in Table 24.

Table 23 Convergent Validity Test Results for All Variables in Non-Muslim Participants

	Non Muslim Intention	Subjective Norm	Knowledge	Perceived Behaviour Control	Religious	Reputation	Risk and Return	Attitude
MIN1	0.954							
MIN2	0.947							
MIN3	0.891							
NOR1		0.884						
NOR2		0.902						
NOR3		0.872						
NOR4		0.914						
NOR5		0.894						
PEN1			0.929					
PEN2			0.934					
PEN3			0.933					
PEN4			0.935					
PER1				0.861				
PER2				0.932				
PER3				0.881				
PER4				0.908				
REL1					0.951			
REL2					0.919			
REL3					0.956			
REP1						0.959		
REP2						0.927		
REP3						0.883		
RIS1							0.724	
RIS2							0.904	
RIS3							0.876	
RIS4							0.923	
SIK1								0.916
SIK2								0.926
SIK3								0.918

Sumber: diolah dari SmartPLS 3.3.3.

Table 24 Construct Reliability and Validity Test Results for All Variables in Non-Muslim Participants

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Non Muslim Intention	0.923	0.925	0.951	0.867
Subjective Norm	0.938	0.95	0.952	0.798
Knowledge	0.951	0.97	0.964	0.871
Perceived Behaviour Control	0.918	0.924	0.942	0.803
Religious	0.938	0.974	0.959	0.888
Reputation	0.914	0.945	0.945	0.853
Risk and Return	0.884	0.936	0.919	0.74
Attitude	0.909	0.913	0.943	0.846

Source: processed from SmartPLS 3.3.3.

(4) Discriminant Validity Test on Muslim Participants

The next test is the discriminant validity test. This test is related to the principle that different construct indicators should not have a high correlation. This test is carried out by assessing the cross-loading rate for each construct in each variable. The cross-loading number reflects how strongly the indicator influences each latent variable.

The results of the discriminant validity test on all variables of Muslim participants are shown in Table 25. All indicators were declared to have good discriminant validity test results. This is reflected in the value of cross-loading indicators in the construct that have a higher correlation value compared to the correlation value with other constructs.

Table 25 Discriminant Validity Test Results for All Variables in Muslim Participants

	Muslim Intention	Subjective Norm	Knowledge	Perceived Behaviour Control	Religious	Reputation	Risk and Return	Attitude
Muslim Intention	0.936							
Subjective Norm	0.456	0.812						
Knowledge	0.414	0.261	0.904					
Perceived Behaviour Control	0.627	0.466	0.664	0.841				
Religious	0.404	0.225	0.238	0.329	0.882			
Reputation	0.486	0.325	0.554	0.674	0.275	0.899		
Risk and Return	0.581	0.318	0.642	0.748	0.347	0.751	0.841	
Attitude	0.715	0.424	0.55	0.732	0.422	0.591	0.722	0.887

Source: processed from SmartPLS 3.3.3.

(5) Validity Test on Non-Muslim Participants

The results of the discriminant validity test for all variables in non-Muslim participants are shown in Table 26. All indicators were declared to have good discriminant validity test results. This is reflected in the

value of cross-loading indicators in the construct that have a higher correlation value compared to the correlation value with other constructs.

Table 26 Discriminant Validity Test Results for All Variables in Non-Muslim Participants

	Non Muslim Intention	Subjective Norm	Knowledge	Perceived Behaviour Control	Religious	Reputation	Risk and Return	Attitude
Non Muslim Intention	0.931							
Subjective Norm	0.619	0.893						
Knowledge	0.563	0.132	0.933					
Perceived Behaviour Control	0.811	0.271	0.77	0.896				
Religious	0.382	0.444	0.067	0.194	0.942			
Reputation	0.578	0.275	0.479	0.64	0.277	0.923		
Risk and Return	0.734	0.379	0.66	0.758	0.445	0.734	0.86	
Attitude	0.653	0.68	0.208	0.36	0.519	0.5	0.559	0.92

Source: processed from SmartPLS 3.3.3.

(6) Construct Reliability Test

Construct reliability tests are also needed in measuring a model. This test was conducted to determine the level of accuracy and consistency of the instrument in measuring a construct. Measurements in this test were carried out through analysis of Cronbach's Alpha numbers and Composite Reliability numbers. The recommended value for assessing construct reliability is greater than 0.70. The Cronbach's Alpha and Composite Reliability values for Muslim participants are shown in Table 22, while the Cronbach's Alpha and Composite Reliability values for non-Muslim participants are shown in Table 24.

Based on Table 22 and Table 24, Cronbach's Alpha and Composite Reliability values for all variables are greater than 0.70. Therefore, it can be concluded that in measuring constructs, all existing indicators have reliability and are proven to have a level of accuracy and consistency.

(7) Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model illustrates the strength of the assumptions between latent variables and between construct variables. This model was evaluated using the R-square value (R²) as a predictor of model strength. The results of the R-square test on Muslim participants are presented in Table 27 and the results of the R-square test on non-Muslim participants are presented in Table 28.

Table 27 Results of the R-square test on Muslim participants

	R Square	R Square Adjusted
Muslim Intention	0.552	0.544
Attitude	0.57	0.559

Source: processed from SmartPLS 3.3.3.

Table 28 Results of the R-square test on non-Muslim participants

	R Square	R Square Adjusted
Non Muslim Intention	0.853	0.843
Attitude	0.441	0.387

Source: processed from SmartPLS 3.3.3.

Table 27 illustrates that the R-square value for the Muslim intention constructs in investing in government sukuk is 0.552. This shows that the construct can be explained by attitude variables, subjective norms, and perceived behavioral control of 55.2%. The rest is explained by other variables not tested in this study. Likewise, the R-square value for the Muslim attitude construct in investing in government sukuk is 0.57. This means that the construct can be explained by the variables of knowledge, religion, risk and return, and government reputation by 57%.

Based on Table 28, it can be seen that the R-square value for the non-Muslim intention constructs in investing in government sukuk is 0.853. This means that the construct can be explained by attitude variables, subjective norms, and perceived behavioral control of 85.3%. The rest is explained by other variables not tested in this study. Likewise, the R-square value for the attitude construct of non-Muslims in investing in government sukuk is 0.441. This means that the construct can be explained by the variable knowledge, religion, risk and return, and government reputation of 44.1%.

(8) Hypothesis test

Hypothesis testing is used to determine the significance level of the existing influence. This test is based on the numbers in the structural model analysis by determining the significance level of the path coefficient. The statistical method used is the t-test with one-tailed hypothesis testing and a 95% confidence level (α = 0.05). A summary of the results of hypothesis testing on Muslim participants is presented in Table 29, while the results of hypothesis testing on non-Muslim participants are presented in Table 30.

Table 29 Results of Hypothesis Testing on Muslim Participants

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values	Result
Subjective Norm -> Muslim Intention	0.153	0.155	0.07	2.189	0.015	accepted
Knowledge -> Attitude	0.131	0.129	0.074	1.771	0.039	accepted
Perceived Behaviour Control -> Muslim intention	0.173	0.185	0.087	1.976	0.024	accepted
Religious -> Attitude	0.192	0.191	0.061	3.141	0.001	accepted
Reputation -> Attitude	0.085	0.087	0.106	0.801	0.212	rejected
Risk and Return -> Attitude	0.508	0.508	0.086	5.931	0	accepted
Attitude -> Muslim Intention	0.523	0.508	0.089	5.89	0	accepted

Source: processed from SmartPLS 3.3.3.

Table 30 Results of Hypothesis Testing on Non-Muslim Participants

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Subjective Norm -> Non Muslim Intention	0.294	0.305	0.079	3.739	0	accepted
Knowledge -> Attitude	-0.161	-0.139	0.16	1.005	0.158	rejected
Perceived Behaviour Control -> Non Muslim Intention	0.652	0.646	0.06	10.873	0	accepted
Religious -> Attitude	0.305	0.309	0.137	2.234	0.013	accepted
Reputation -> Attitude	0.225	0.22	0.124	1.813	0.035	accepted
Risk and Return -> Attitude	0.364	0.358	0.189	1.922	0.028	accepted
Attitude -> Non Muslim Intention	0.218	0.214	0.084	2.58	0.005	accepted

Source: processed from SmartPLS 3.3.3.

Based on Table 29, it is known that of the seven hypotheses on Muslim participants, there is one hypothesis that is rejected i.e. the government's reputation for Muslim attitudes in investing in government sukuk (H₁₇). Otherwise, for non-Muslim

participants (Table 30), it is known that one of the seven hypotheses was rejected i.e. knowledge of non-Muslim attitudes in investing in government sukuk (H_{14}).

4.2. DISCUSSION

This research was built using the TPB theory which aims to analyze the influence of attitudes, subjective norms, and perceived behavioral control of Muslim and non-Muslim investors on the intention to invest in retail sukuk. In addition, it also aims to determine the effect of knowledge, religion, risk and return, and government reputation on attitudes and intentions indirectly.

Based on data processing with Smart PLS-SEM, the following results are obtained.

1) Muslim investors

The model shows that 55.2% (R^2) of the variance of the Muslim investor's intention to invest in retail sukuk is determined by the investor's attitude, the investor's subjective norm, and the perceived behavioral control. Muslim investors' intention to invest in retail sukuk was significantly determined by attitude ($\beta = 0.523$, $p < 0.05$), subjective norm ($\beta = 0.153$, $p < 0.05$), and perceived behavioral control ($\beta = 0.173$, $p < 0.05$). Therefore, of the three variables, attitude is the most variable that influences the intention to invest in retail sukuk. This indicates that Muslim investors prefer retail sukuk compared to conventional financial instruments, such as corporate bonds and deposits. In addition, Muslim investors view retail sukuk as the best investment choice.

The model also shows that 57% (R^2) of the attitude variance of Muslim investors is explained by the variables of knowledge, religion, risk and return, and government reputation. The attitude of Muslim investors is significantly determined by knowledge ($\beta = 0.131$, $p < 0.05$), religion ($\beta = 0.192$, $p < 0.05$), and risk and return ($\beta = 0.508$, $p < 0.05$), while government reputation has no significant effect on the attitude of Muslim investors ($p > 0.05$).

Knowledge, religion, and risk and return have a positive effect on the attitude of Muslim investors toward the intention to invest in retail sukuk. Of the three variables, risk and return is the variable that most influence the attitude of Muslim investors. This indicates that the attitude of Muslim investors is very concerned about the concept of risk and return that exist in an investment. The advantages of retail sukuk in the view of Muslim investors lie in their affordable purchase nominal (minimum IDR 1 million) and low risk.

The government's reputation variable that does not affect the attitude of Muslim investors is most likely caused by Muslim investors who are no longer concerned about the government's reputation, either in managing the government budget or the proceeds from selling retail sukuk, in fulfilling the obligation to pay coupons every month, as well as in returning the nominal investment of retail sukuk on the due date.

This indicates that the level of confidence of Muslim investors in the government is very high.

2) Non-Muslim Investors

The model shows that 85.3% (R^2) of the variance of non-Muslim investors' intention to invest in retail sukuk is determined by the investor's attitude, the investor's subjective norm, and the perceived behavioral control. Non-Muslim investors' intention to invest in retail sukuk was significantly determined by attitude ($\beta = 0.218$, $p < 0.05$), subjective norm ($\beta = 0.294$, $p < 0.05$), and perceived behavioral control ($\beta = 0.652$, $p < 0.05$). Therefore, of the three variables, the variable of perceived behavioral control is the most variable that influences non-Muslim investors' investment intentions in retail sukuk. This indicates that non-Muslim investors are of the view that information about retail sukuk is very easy to obtain. The process of purchasing retail sukuk which can be done online and the guarantee of monthly coupon payments by the government is the main attraction. In addition, a retail sukuk investment of at least IDR 1 million is seen as very affordable by them.

The model also shows that 44.1% (R^2) of the attitude variance of Muslim investors is explained by the variables of knowledge, religion, risk and return, and government reputation. The attitude of Muslim investors is significantly determined by religion ($\beta = 0.305$, $p < 0.05$), risk and return ($\beta = 0.364$, $p < 0.05$), and government reputation ($\beta = 0.225$, $p < 0.05$), whereas knowledge has no significant effect on the attitude of non-Muslim investors ($p > 0.05$).

Religion, risk and return, and government reputation have a positive effect on the attitude of non-Muslim investors towards the intention to invest in retail sukuk. Of the three variables, risk and return is the most variable that influences the attitudes of non-Muslim investors. This indicates that both Muslim investors and non-Muslim investors have the same view of investment i.e. investing there is always a risk and return. Both types of investors share the view of investing in safe or low-risk financial instruments.

The knowledge variable that does not affect the attitude of non-Muslim investors is most likely caused by non-Muslim investors who have recognized the characteristics of retail sukuk. They are very familiar with the principles of retail sukuk and how to buy them. This also indicates that information about retail sukuk is very easy to obtain in electronic communication media e.g. internet.

5. Conclusion

This research concludes several things:

1. The intention of Muslim and non-Muslim investors to invest in retail sukuk has similarities in the influencing factors when analyzed using the TPB theory approach. The intention of Muslim investors and non-Muslim investors alike is determined significantly by their attitude in

investing, subjective norms that exist within them, and perceptions of behavioral control.

2. Attitudes of Muslim and non-Muslim investors towards the intention to invest in retail sukuk are both significantly influenced by religious aspects and the concept of risk and return. In addition, the attitude of Muslim investors is also influenced by aspects of their knowledge of retail sukuk, while the attitude of non-Muslim investors is also influenced by the government's reputation.
3. The attitude of Muslim investors towards the intention to invest in retail sukuk is not influenced by the government's reputation. This indicates that Muslim investors are not concerned about the Government's reputation, namely both in the management of the government budget and the proceeds from selling retail sukuk, in fulfilling the obligation to pay coupons every month, as well as in returning the retail sukuk investment nominal at maturity. This finding also indicates that the level of confidence of Muslim investors in the government is very high.
4. The attitude of non-Muslim investors towards retail sukuk investment intention is not influenced by their knowledge of retail sukuk. This indicates that non-Muslim investors have recognized the characteristics of retail sukuk. They are very familiar with the principles of retail sukuk and how to buy them. This also indicates that information about retail sukuk is very easy to obtain in electronic communication media.
5. For Muslim investors, attitude is the variable that most influences the intention to invest in retail sukuk, whereas, for non-Muslim investors, the perceived variable of behavioral control is the variable that most influences non-Muslim investors' investment intentions in retail sukuk.
6. The attitude of Muslim and non-Muslim investors towards the intention to invest in retail sukuk is dominantly influenced by the risk and return aspects.

6. Limitations

Some limitations that need to be acknowledged in this study and suggested further studies are:

1. The number of participants is still relatively small. This is caused by the small response given by the target participants. Therefore, further studies are needed to enlarge the participant base to obtain more accurate results.
2. The use of a questionnaire as an instrument in this study is highly dependent on the perceptions of the participants in answering it. Thus the participants' answers may be subjective. Therefore, in addition to using a questionnaire to find out the participants' responses, other data collection techniques

are also needed, for example direct interviews.

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