

## Indeks preferensi investasi perusahaan asing di Indonesia terhadap Sukuk = Investment preference index of foreign company in Indonesia against Sukuk

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### Abstrak

Penelitian ini menganalisis tentang preferensi investasi perusahaan asing yang beroperasi di Indonesia terhadap Sukuk. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada empat perusahaan asing yang mempunyai pengaruh signifikan di pasar Indonesia. Keempat perusahaan tersebut diperkenalkan melalui testimonial di website BKPM. Kuesioner terdiri lima bagian, yaitu Understanding Sukuk, Investment Behavior, Investment Decision, Type of Sukuk, dan Valuation Market to Sukuk. Perusahaan asing yang disurvei menunjukkan minatnya masih rendah untuk berinvestasi di Sukuk.

Hal ini antara lain disebabkan oleh masih rendahnya pemahaman terhadap Sukuk, termasuk penilaian terhadap Sukuk dan keputusan investasi perusahaan di pasar Sukuk Indonesia. Informasi yang terkumpul dari kuesioner ini akan menjadi tolak ukur indeks preferensi investasi di Sukuk dengan sistem penilaian. Indeks ini digunakan untuk mengevaluasi preferensi investasi keempat perusahaan asing terhadap Sukuk dan memberi saran yang dapat menarik perusahaan asing di Indonesia untuk berinvestasi di pasar Sukuk Indonesia.

.....This research analyzes the preference of foreign companies investment operated in Indonesia against Sukuk investment. The data is accumulated by distributing questioners to four foreign companies which give a significant impact in Indonesia market. Those four companies are introduced through testimonial in BKPM's website. The questioner consists of five parts, namely Understanding Sukuk, Investment Behavior, Investment Decision, Type of Sukuk, and Valuation Market to Sukuk. Foreign companies which are surveyed in this research showed still low interest to invest to Sukuk.

This is because of the poor understanding about Sukuk, including an assessment of Sukuk and investment decisions of companies to Indonesian Sukuk market. The collected information from questioner will be a measurement of Index Preference of Investment in Sukuk. This Index is used for evaluate preference of those four foreign companies Investment through Sukuk and give some advices to attract the other foreign companies in Indonesia to invest in Indonesia's Sukuk Market.