

## *ABSTRACT*

*This study aims to analyze the influence of religion, knowledge, return and finance information influence towards investor's at syariah modal market. The subject in this study is general society in Yogyakarta. In this study , sample of 47 respondents was selected using purposive sampling. Analysis with regretion the tool used SPSS.*

*Based on the analysis that conducted, it resulted that religious does not influence investor's loyalty, yet knowledge, return and finance information investor's loyalty at syariah modal market.*

*Keywords: religious, knowledge, return and finance information.*