

# Analisis Faktor yang Mempengaruhi Intensi Investor Indonesia dalam Berinvestasi di Cryptocurrency = Analysis of Factors Affecting Indonesian Investor Intentions in Investing in Cryptocurrencies

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh faktor Performance Expectancy, Effort Expectancy, Social Influences, Facilitating Condition, Financial Literacy, Perceived Usefulness, Perceived Trust, dan Social Support terhadap intensi investor Indonesia dalam berinvestasi di Cryptocurrency. Penelitian ini menggunakan metode survey dengan jumlah responden mencapai 194 responden yang merupakan investor pasar modal Indonesia. Penelitian ini menggunakan teori intention to invest in Cryptocurrency dengan menggunakan teknik analisis statistik deskriptif yaitu melalui nilai mean dan analisis statistik inferensial dengan metode regresi logistik untuk menguji hipotesis penelitian. Hasil penelitian ini menunjukkan bahwa faktor Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Financial Literacy, Perceived Usefulness, Perceived Trust, dan Social Support berpengaruh terhadap intensi investor Indonesia dalam berinvestasi di Cryptocurrency. Faktor yang berpengaruh secara positif meliputi Performance Expectancy, Social Influences, Financial Literacy, Perceived Usefulness, dan Social Support. Sedangkan, faktor yang berpengaruh secara negatif yaitu Effort Expectancy, Facilitating Condition, dan Perceived Trust. Penelitian ini tergolong orisinal karena di Indonesia belum pernah ada yang membahas topik mengenai intensi investor Indonesia dalam berinvestasi di Cryptocurrency.

.....This study aims to analyze the effect of Performance Expectancy, Effort Expectancy, Social Influences, Facilitating Conditions, Financial Literacy, Perceived Usefulness, Perceived Trust, and Social Support factors on the intensity of Indonesian investors in investing in Cryptocurrencies. This study uses a survey method with the number of respondents reaching 194 respondents who are investors in the Indonesian capital market. This study uses the theory of intention to invest in Cryptocurrencies by using statistical analysis techniques, namely through mean values and inferential statistical analysis with logistic regression methods to test the research hypotheses. The results of this study indicate that the factors of Performance Expectations, Effort Expectations, Social Influence, Facilitation Conditions, Financial Literacy, Perceived Usefulness, Perceived Trust, and Social Support affect the intensity of Indonesian investors in investing in Cryptocurrencies. Positively influencing factors include Performance Expectancy, Social Influences, Financial Literacy, Perceived Usefulness, and Social Support. Meanwhile, the factors that have a negative effect are Effort Expectancy, Facilitating Condition, and Perceived Trust. This research is classified as original because in Indonesia no one has ever discussed the topic of Indonesian investors' intentions in investing in Cryptocurrencies.