

Analisis Faktor-Faktor yang Mempengaruhi Cryptocurrency Investment Intention = Analysis of Factors Affecting Cryptocurrency Investment Intention

Muazila Norisnita, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor yang mempengaruhi Cryptocurrency Investment Intention. Faktor-faktor tersebut antara lain Information Quality, Investment Experience, Financial Self-Efficacy, Effort Expectancy, Social Influence, dan Performance Expectancy yang dimoderasi oleh Age dan Gender. Penelitian ini dilakukan menggunakan kuesioner pada masyarakat yang sudah memiliki pengalaman investasi, berusia 17 tahun keatas dan berdomisili di Jabodetabek. Sampel penelitian berjumlah 354 responden. Dalam mengolah data dilakukan dengan Software SPSS vs 25 menggunakan regresi berganda untuk menguji pengaruh langsung variabel independen terhadap variabel dependen dan Moderated Regression Analysis untuk menguji pengaruh moderasi antar variabel. Hasil penelitian menunjukkan Investment Experience, Financial Self-Efficacy, Effort Expectancy, Social Influence, dan Performance Expectancy berpengaruh signifikan secara positif terhadap Cryptocurrency Investment Intention. Information Quality, Age dan Gender tidak berpengaruh terhadap Cryptocurrency Investment Intention. Hasil penelitian uji moderasi menunjukan hanya Social Influence yang dimoderasi Age berpengaruh secara negatif terhadap Cryptocurrency Investment Intention, sedangkan hasil moderasi lainnya tidak perngaruh.

.....This study aims to analyze the factors that influence Cryptocurrency Investment Intentions. These factors include Information Quality, Investment Experience, Financial Self-Efficacy, Effort Expectancy, Social Influence, and Performance Expectancy moderated by Age and Gender. This research was conducted using a questionnaire on people who already have investment experience, aged 17 years and over and domiciled in Jabodetabek. The research sample amounted to 354 respondents. In processing the data, SPSS vs. 25 software used Multiple Regression Analysis to test the direct effect of the independent variable on the dependent variable and Moderated Regression Analysis to examine the moderating effect between variables. The study results show that Investment Experience, Financial Efficacy, Business Expectations, Social Influence, and Performance Expectations significantly positively affect Cryptocurrency Investment Intentions. Information Quality, Age and Gender do not affect Cryptocurrency Investment Intentions. The results of the moderation test show that only Social Influence moderated by Age has a negative effect on Cryptocurrency Investment Intentions, while other moderating results have no effect.