

ABSTRACT

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Study Program : Entrepreneurship

Title : Influence of Herding Behavior, Heuristics Factor and Prospect
Factor on Investment Decisions in the Cryptocurrency Market

The cryptocurrency market is one of the most popular instrument of investment available, it gained massive attention from investors in 2021 and early 2024 when it multiplied in price and returning investments by a significant margin. The cryptocurrency market is saturated and it consists of both unsophisticated and seasoned investors. This research aims to study the behavior finance factors behind Indonesia investors' investment decisions in the cryptocurrency. A quantitative method is used for this research. The data for this research was obtained using random sampling by distributing questionnaires on cryptocurrency related online communities and chatrooms. Results from this study will contribute to the understanding of behavioral finance and provide further insight on the investment decisions in the cryptocurrency market.

Keywords : Cryptocurrency, Herding, Heuristics, Prospect