

ABSTRAK

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Program Studi : Kewirausahaan

Judul : The Impact of Herding, Risk Attitude, and Financial Literacy in Social Media Towards Investment Behavior of Cryptocurrency Among Gen Z in Indonesia

Pasar cryptocurrency mengalami pertumbuhan pesat dalam beberapa tahun terakhir, menarik minat beragam investor, termasuk Gen Z Indonesia. Penelitian ini menyelidiki bagaimana faktor keuangan perilaku mempengaruhi keputusan investasi dalam kelompok demografis ini. Secara khusus, penelitian ini mengkaji dampak perilaku herd behavior (perilaku ikut-ikutan), persepsi risiko, dan literasi keuangan terhadap pilihan investasi cryptocurrency di kalangan Gen Z Indonesia. Dengan menggunakan pendekatan kuantitatif, penelitian ini menggunakan data yang dikumpulkan melalui kuesioner yang disebar di komunitas online dan ruang obrolan yang sering dikunjungi oleh investor Gen Z. Pengambilan sampel dengan pertimbangan (judgmental sampling) memastikan populasi sampel yang ditargetkan. Temuan dari penelitian ini bertujuan untuk berkontribusi pada pemahaman keuangan perilaku dalam konteks investasi cryptocurrency, khususnya di kalangan investor muda di pasar berkembang seperti Indonesia. Penelitian ini menjelaskan faktor-faktor yang membentuk keputusan investasi dalam kelompok demografis ini dan menawarkan wawasan berharga bagi investor dan regulator pasar.

ABSTRACT

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Study Program : Entrepreneurship

Title : The Impact of Herding, Risk Attitude, and Financial Literacy in Social Media Towards Investment Behavior of Cryptocurrency Among Gen Z in Indonesia

The cryptocurrency market has experienced explosive growth in recent years, attracting a diverse range of investors, including Indonesia's Gen Z population. This research investigates how behavioral finance factors influence investment decisions within this demographic. Specifically, the study examines the impact of herding behavior, risk perception, and financial literacy on cryptocurrency investment choices among Gen Z Indonesians. Employing a quantitative approach, the research utilizes data collected through questionnaires distributed in online communities and chatrooms frequented by Gen Z investors. Simple random sampling ensures a targeted sample population. The findings from this study aim to contribute to the understanding of behavioral finance within the context of cryptocurrency investment, particularly among younger investors in an emerging market like Indonesia. This research sheds light on the factors shaping investment decisions within this demographic and offers valuable insights for both investors and market regulators.