

## TABLE OF CONTENTS

DECLARATION OF ORIGINALITY AND PLAGIARISM FREE .....	i
LEGITIMATION PAGE .....	ii
ACKNOWLEDGEMENT .....	iii
APPROVAL OF SCIENTIFIC WORK PUBLICATION FOR ACADEMIC PURPOSES .....	iv
ABSTRAK .....	v
ABSTRACT .....	vi
TABLE OF CONTENTS .....	vii
LIST OF FIGURES .....	x
LIST OF TABLES .....	ix
CHAPTER I INTRODUCTION .....	1
1.1. Research Background .....	1
1.2. Scope of Research .....	6
1.3 Problem Statement .....	6
1.4 Research Benefits .....	7
CHAPTER II LITERATURE REVIEW .....	8
2.1 Behavioral Finance .....	8
2.2 Herding Behavior .....	9
2.3 Risk Perception .....	10
2.4 Financial Literacy .....	11
2.5 Cryptocurrency .....	12
2.6 Conceptual Framework .....	13
2.7 Hypothesis .....	15
2.8 Previous Researches .....	16
CHAPTER III RESEARCH METHODOLOGY .....	27

3.1 Research Method .....	27
3.2 Location of Research .....	27
3.3 Population and Sampling .....	28
3.3.1 Population .....	28
3.3.2 Sample .....	28
3.3.3 Sample Size .....	28
3.4 Data Collection Instrument .....	28
3.5 Data Analysis .....	30
3.6 Operational Definition .....	31
3.7 Data Processing .....	34
3.7.1 Classic Assumption Test .....	35
3.7.2 Multiple Linear Regression .....	36
3.7 Data Validity and Reliability Testing .....	37
3.8 Hypothesis Testing .....	37
3.8.1 Partial Significance Testing .....	37
3.8.2 Overall Significance Testing .....	38
CHAPTER IV DATA ANALYSIS .....	39
4.1. Descriptive Statistics .....	39
4.2. Data Reliability and Validity .....	42
4.2.1. Data Reliability .....	42
4.2.2. Data Validity .....	43
4.3. Multiple-Linear Regression .....	44
4.4. Hypothesis Test .....	46
4.4.1. Partial Significance Test .....	46
4.4.2. Overall Significance Test .....	47
4.5. Discussion .....	47
CHAPTER V	

5.1 Conclusion .....	49
5.2 Recommendations .....	50
REFERENCES .....	52
APPENDIX .....	53

