

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi return dan persepsi risiko terhadap minat investasi mata uang kripto pada karyawan PT Indomarco Prismaatama cabang Purwakarta baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah karyawan PT Indomarco Prismaatama cabang purwakarta dengan teknik *purposive sampling*. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif, dengan analisis yang digunakan yaitu analisis deskriptif, uji asumsi klasik, dan analisis linear berganda menggunakan alat analisis SPSS 25. Hasil penelitian ini menunjukkan bahwa (1) Persepsi Return secara parsial berpengaruh positif dan signifikan terhadap minat investasi, (2) Persepsi Risiko secara parsial berpengaruh positif dan signifikan terhadap minat investasi, (3) Persepsi return dan persepsi risiko berpengaruh secara simultan terhadap minat investasi.

Kata Kunci : Persepsi *Return*, Persepsi Risiko, Minat Investasi, Mata uang kripto.



ABSTRACT

This study aims to determine the effect of perceived returns and perceived risks on the intention to invest in crypto currency among employees of PT Indomarco Prismatama Purwakarta branch, either partially or simultaneously. The population in this study were employees of PT Indomarco Prismatama Purwakarta branch using a purposive sampling technique. This study uses descriptive and verification methods with a quantitative approach, with the analysis used is descriptive analysis, classical assumption test, and multiple linear analysis using the SPSS 25 analysis tool. The results of this study indicate that (1) Perceived return partially has a positive and significant effect on investment interest, (2) Perceived risk partially has a positive and significant effect on investment interest, (3) Perceived return and perceived risk simultaneously have an effect on investment intention.

Keywords: Perceived Return, Perceived Risk, Investment Interest, Cryptocurrency.

