DETERMINANTS INFLUENCING BEHAVIORAL INTENTION TO INVEST IN CRYPTOCURRENCY AMONG GENERATION Z IN PALEMBANG

FINAL PROJECT

Prepared to meet Requirements to Complete Research
Diploma IV Majoring in Public Sector Accounting
Sriwijaya State Polytechnic

By:

CHIKA SHEREN PIRANTI

061940512753

POLITEKNIK NEGERI SRIWIJAYA

PALEMBANG

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KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
POLITEKNIK NEGERI SRIWIJAYA
JURUSAN AKUNTANSI
Jalan Srijaya Negara, Palembang 30139
Telp. 0711-353414 Fax. 0711-355918
Website : www.polsri.ac.id E-mail: akuntansi@polsri.ac.id

LEMBAR PENGESAHAN SKRIPSI

Nama : Chika Sheren Piranti

NIM : 061940512753

Jurusan : Akuntansi

Program Studi : Akuntansi Sektor Publik

Mata Kuliah : Management Accounting

Judul Skripsi : Determinants Influencing Behavioral Intention to Invest in Cryptocurrency Among Generation Z in Palembang

Telah Diujikan Pada Ujian Skripsi/Colloqium Tanggal 28 Agustus 2023. Dihadapan Tim Penguji Jurusan Akuntansi Politeknik Negeri Sriwijaya dan Management & Science University.

Palembang, 21 September 2023

Pembimbing I,	Pembimbing II,
Nur Amalina Bardin	**Dr.Kartika Rachma Sari, S.E., M.Si., Ak., CA**
Employee No. T446	NIP 197104121998022001

Mengetahui,
Ketua Jurusan Akuntansi,

Dr. Evada Dewata, S.E., M.Si., Ak., CA., CMA
NIP 197806222003122001

MOTTO

"Dan janganlah kamu berputus asa dari rahmat Allah. Sesungguhnya tiada berputus dari Rahmat Allah melainkan orang-orang yang kufur."

(Q.S Yusuf: 87)

"Menuntut Ilmu adalah takwa menyampaikan ilmu adalah ibadah, mengulang ilmu adalah dzikir, mencari ilmu adalah jihad."
(Imam Ghazali)

"Barangsiapa yang keluar untuk menuntut ilmu, makai a berada di jalan Allah hingga ia pulang"
(HR Tirmidzi)

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Telp. 0711-353414 Fax. 0711-355918
Website : www.polsri.ac.id E-mail: akuntansi@polsri.ac.id

SURAT PERNYATAAN BEBAS PLAGIARISME

Nama	: Chika Sheren Piranti
NIM	: 061940512753
Jurusan	: Akuntansi
Program Studi	: Akuntansi Sektor Publik
Judul Skripsi	: Determinants Influencing Behavioral Intention to Invest in Cryptocurrency Among Generation Z in Palembang

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NPM 061940512753

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POLITEKNIK NEGERI SRIWIJAYA
JURUSAN AKUNTANSI
Jalan Srijaya Negara, Palembang 30139
Telp. 0711-353414 Fax. 0711-355918
Website : www.polsri.ac.id E-mail: akuntansi@polsri.ac.id

PELAKSANAAN REVISI SKRIPSI

Mahasiswa berikut,

Nama : Chika Sheren Piranti

NIM : 061940512753

Jurusan/Program Studi : Akuntansi/Akuntansi Sektor Publik

Judul Skripsi : Determinants Influencing Behavioral Intention to Invest in Cryptocurrency Among Generation Z in Palembang

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2	-	Siska Aprianti, S.E., M.Si.,Ak., CA	Politeknik Negeri Sriwijaya (Polsri)	28/8/2023	

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Puji syukur penulis panjatkan atas kehadirat Allah SWT, yang telah melimpahkan berkah dan Rahmat-Nya, sehinnga penulis menyelesaikan skripsi ini yang berjudul **"**Determinants Influencing Behavioral Intention to Invest in Cryptocurrency Among Generation Z in Palembang**"** sebagai salah satu syarat untuk menyelesaikan Pendidikan Diploma IV Jurusan Akuntansi Prodi Akuntansi Sektor Publik Politeknik Negeri Sriwijaya.

Dalam menyusun skripsi ini tentu saja penulis banyak menemui kesulitan dan hambatan, akan tetapi berkat bantuan, bimbingan dan nasehat dari berbagai pihak. Penulis dapat menyelesaikan skripsi ini sesuai dengan waktu yang telah ditentukan. Oleh karena itu, pada kesempatan ini penulis ingin menyampaikan rasa terima kasih sebesar-besarnya kepada:

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9. Kedua Orang Tua saya tercinta dan saudara saya yang tersayang yang selalu memberikan doa, dorongan dan semangat baik moral maupun materil.
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Palembang, September 2023

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DETERMINANTS INFLUENCING BEHAVIORAL INTENTION TO INVEST INCRYPTOCURRENCY AMONG GENERATION Z IN PALEMBANG

Chika Sheren Piranti[1], Nur Amalina Bardin[1], Kartika Rachma Sari[2]

[1]Faculty of Business Management and Professional Studies Management and Science University, Malaysia

[2]Accounting Department, Sriwijaya State Polytechnic, Indonesia

chikapiranti@gmail.com

ABSTRACT

Cryptocurrency has become one of the favorite investment instruments in Indonesia. This is in line withthe Indonesian people who are starting to be financial literate and the latest technological developments. This study's main objective and purpose is to investigate the influence of financial literacy, trust, and awareness on behavioral intention to invest in cryptocurrency among z generation in Palembang. As for methodology, primary data was collected from a sample of people who live in Palembang with ages between 17 to 26 years old using an online survey submitted to Palembang via google forms. The data collection method uses five likert scale evaluation points and was analyzed using SPSS. The finding revealed that financial literacy, trust and awareness had positive statistically significant that influence on behavioral intention to invest in cryptocurrency among people in Indonesia. This research also includes a discussion, limitations, recommendations, and conclusion.

Keywords: Financial Literacy, Trust, Awareness, Behavioral Intention to Invest, Cryptocurrency

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