

## ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui Pengaruh Pengetahuan, Keamanan, dan Persepsi Risiko Terhadap Minat Berinvestasi Emas Digital Pada Generasi Z (Studi Kasus Mahasiswa FEB di DKI Jakarta). Populasi dalam penelitian ini adalah Generasi Z, Mahasiswa Fakultas Ekonomi dan Bisnis, Universitas di DKI Jakarta yang telah melakukan investasi emas digital. Sampel yang dipergunakan sebanyak 200 orang, dihitung berdasarkan rumus Hair. Metode penarikan sampel menggunakan *Non-Probability Sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Metode analisis dengan menggunakan aplikasi *Structural Positive and Equation Model (SEM) Partial Least Square (smartPLS 3.0)*. Penelitian ini membuktikan bahwa Pengetahuan berpengaruh positif terhadap Minat Berinvestasi Emas Digital. Keamanan berpengaruh positif terhadap Minat Berinvestasi Emas Digital. Persepsi Risiko tidak berpengaruh terhadap Minat Berinvestasi Emas Digital.

**Kata kunci:** *Pengetahuan, Keamanan, Persepsi Risiko dan Minat Berinvestasi*



## **ABSTRACT**

*This study was conducted to determine the effect of knowledge, security, and risk perception on digital gold investment interest in the Z Generation (Case Study of FEB Students in DKI Jakarta). The population in this study is Z Generation, students of the Faculty of Economics and Business, University in DKI Jakarta who have invested in digital gold. The sample used is 200 people, calculated based on Hair formula. The sampling method uses Non-Probability Sampling. The Methods of data collection using survey method, with the research instrument is a questionnaire. The method of analysis using the application of Structural Positive and Equation Model (SEM) Partial Least Square (smartPLS 3.0). This study proves that Knowledge has a positive effect on Digital Gold Investment Interest. Security has a positive effect on Digital Gold Investment Interest. Risk Perception has no effect on Digital Gold Investment Interest.*

**Keywords:** *Knowledge, Security, Risk Perception and Interest in Investing*



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