

Crypto Currency , Take It or Leave It

by Iman Supriadi

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1 CRYPTOCURRENCY : TAKE IT OR LEAVE IT

Miya Dewi Suprihandari, Hendra Dwi Prasetyo, Kusuma Adi Rahardjo
Institute of Economic Science Mahardhika, Surabaya, Indonesia
Email : hendra_prasetya@ymail.com

1 ABSTRACT

Everyone has their own goals in investing, most of whom say that the motivation for millennial investment is to increase income from this digital asset, while others say they want to learn to do business and learn to understand blockchain technology. The investment method by trading still has considerable opportunities in Indonesia. This study uses a quantitative approach. Survey method as the primary data source. Data collection was carried out using a questionnaire or questionnaire instruments. Based on the level of exploration, classified associative research or relationships, namely research to determine the causal relationship. The technique used in this research is purposive sampling. The instrument in this study was in the form of a questionnaire containing questions, the preparation of the questionnaire was based on theoretical constructs that had been prepared previously. This study uses multiple linear analysis to determine the effect of variables. The results showed that the trust variable obtained the value of t-count and positive regression coefficient with a significance value of less than 5%, the risk perception variable obtained the value of t-count and the positive regression coefficient with a significance value of less than 5%, and the safety variable obtained the value of t- calculation and positive regression coefficients with a significance value of less than 5%, this study proves that the variables of trust, risk perception and safety influence the buying interest in cryptocurrency in Surabaya.

Keywords: trust, risk perception, safety and interest in buying cryptocurrency.

1 INTRODUCTION

Since it was first introduced to the public 10 years ago, the demand for cryptocurrency in Indonesia is quite high. The Government of Indonesia also finally took over the regulation on the use of these assets as stipulated in Law Number 10 of 2011 concerning Commodity Futures Trading and Commodity Futures Trading Regulatory Agency Regulation Number 5 of 2019, Regarding Technical Provisions for the Implementation of Physical Markets for Crypto Asset in the Futures Exchange, assets This digital is declared legal to be traded in its capacity as a commodity, meaning that it can be used as an investment asset but not be used as a payment instrument, because Indonesia only recognizes one type of payment instrument using the rupiah currency. So what is a millennial investment that is currently in? Of course, everyone has their own goals in investing, most of the participants said that the motivation for millennial investment is to increase income from this digital asset, while others say they want to learn to do business and learn to understand blockchain technology. It seems that the investment method by trading still has considerable

opportunities in Indonesia, as many as 55% of participants still choose the investment trading method, while the other 4% choose the mining method, and those who use both the mining and trading methods are 41%. All participants believe that cryptocurrency investment is a safe investment, 100% of participants believe this investment can be used as a long-term investment with 96.6% of them will recommend this investment to their colleagues. All participants seem to agree that beginners who want to invest in this sector to be more careful and careful before starting investment, multiplying literacy reading from various sources is also enough to help you to be more aware of various acts of fraud that could have happened unexpectedly. In addition, many also suggest that crypto business people do business the right way, not a scam, provide some new assets and provide a trusted platform. The cryptocurrency business since it was introduced to the public ten years ago does have its own place for enthusiasts. The issue of scams, price fluctuations, indeed still dominates the news regarding this digital asset (Wahyu, 2019). For that, we are required to be smart by multiplying read references on

various sites, asking the more senior and more careful so that it can help avoid losses.

Based on the explanation that has been described above, the problem in this study is how the influence of trust, risk perception and safety on cryptocurrency buying interest in Surabaya.

LITERATURE REVIEW

Purchase Interest

Interest in buying is something that arises after receiving a stimulus from the product he saw, from there arises interest in buying in order to have it (Kotler et al., 2014). Purchasing interest theory is also put forward in research conducted by (Satria, 2017), (Yoebrilanti, 2018), (Priyanti et al., 2017), (Mahfud et al., 2016), and (Altekar et al., 2014). Consumer buying interest will arise by itself if consumers already feel attracted or provide a positive response to what is offered by the seller. Purchasing interest is also a consumer's self-instruction to make a purchase of a product, make a plan, take relevant actions such as proposing, recommending, choosing and finally making a decision to make a purchase (Rossiter et al., 1997). Buying interest can be identified through several indicators below (Ferdinand, 2014):

1. Transactional interest, namely a person's tendency to buy.
2. Referential interest, namely a person's tendency to refer to others.
3. Preferential interest, which describes the behavior that has a primary preference for the product.
4. Explorative interest, which describes the behavior that is always looking for product information.

Trust

Consumer trust is all knowledge owned by consumers and conclusions made by consumers (Mowen, 2012). The theory of trust was also put forward in research conducted by (Siegrist et al., 2005), (Indiani et al., 2015), (Putra et al., 2016), (Ryu et al., 2018), and (Adel et al., 2015). Trust can be realized if a product meets the expectations and needs of consumers. Trust will arise if consumers feel satisfied that they have consumed or used products with certain brands. Several factors that shape consumer confidence are explained below:

1. Ability is the competence and characteristics of the seller or organization in influencing and authorizing specific areas. Able to provide, serve, and secure transactions from other parties.
2. Kindness is the willingness of the seller to provide mutual satisfaction between himself and consumers. The seller is not pursuing maximum profit, but rather has attention in realizing customer satisfaction.
3. Integrity is the behavior or habits of sellers in running their business. Information given to consumers is true according to facts or not.

Risk Perception

Risk perception is the previous measure of perceived benefits and perceived ease of use before buying a product or service, based on consumer buying goals. (Pride et al., 2013) states risk perception is part of psychological factors that influence purchasing decisions (Sangadji et al., 2013). The theory of risk perception is also put forward in research conducted by (Wulandari et al., 2014), (Fang et al., 2015), and (Marakanon et al., 2017). Consumers' perceptions of this risk vary from low to high, depending on individual factors of consumers, products, situations and cultural factors. People who have a high level of innovation and have the courage to take risks, will perceive a lower risk than consumers who are less willing to take risks, and be innovative. Risk perception factors (Nitisuastro, 2012) are as follows:

1. Financial risks, related to worrying about facing difficulties in terms of funds.
2. Functional risk, associated with the negative impact of knowing and understanding a number of product vices.
3. Physical risks, related to worry that can cause certain physical hazards.
4. Psychological risk, related to negative impacts will be inherent when buying and consuming products.
5. Social risks, related to negative impacts coming from the environment when buying and consuming products.
6. The risk of time, related to a decision will spend a lot of time.

Safety

Safety as the seller's ability to control and maintain the safety of data transactions. Safety guarantees play an important role in building trust by reducing consumer attention about the misuse of personal data and data transactions that are easily damaged (Park et.al., 2006). The safety theory was also put forward in research conducted by (Indriani, 2016), (Herawati et.al., 2019), (Edwar et.al., 2018), (Katawetawaraks et.al., 2011) and (Joshi et.al., 2015). When safety guarantees are accepted and meet consumer expectations, consumers may be willing to disclose their personal information and will buy with a feeling of safety. Computer safety is a precautionary measure against computer user attacks or irresponsible network accesses. Safety requirements for computer systems are categorized in several aspects, as follows:

1. Privacy or confidentiality is an effort to safeguard information from people who are not entitled to access.
2. Integrity is not allowed to change information without the permission of the owner of the information.
3. Authentication is a method that states the original information, people who access or provide information.
4. Availability is the availability of information when needed.
5. Nonrepudiation is the sender cannot avoid that who sent the message or information.
6. Access control is getting access to information.

RESEARCH METHODS

This study uses a quantitative approach. Survey method as the primary data source. Data collection was carried out using a questionnaire or questionnaire instruments. Based on the level of exploration, classified as a sociative study or relationship, namely research to determine the causal relationship (Sugiono, 2017), (Arikunto, 2013). The technique used in this research is purposive sampling. The instrument in this study was in the form of a questionnaire containing questions, the preparation of the questionnaire was based on theoretical constructs that had been prepared previously. This study uses multiple linear analysis to determine the effect of independent variables on the dependent variable (Ghozali, 2018).

RESULTS

This study uses an approach that uses data in the form of numbers in statistical analysis. Based on the level of explanation of the position of the variable, this research is causal associative.

Table 1. Multiple Linear Regression Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.239	2,884

a. Predictors: (Constant), Safety, Trust, Risk Perception

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	401,806	3	133,935	16,102	.000 ^b
Residual	1172,843	141	8,318		
Total	1574,648	144			

a. Dependent Variable: Buy Interest

b. Predictors: (Constant), Safety, Trust, Risk Perception

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,518	1,849		.821	.413
Trust	.126	.041	.243	3,053	.003
Risk Perception	.124	.043	.230	2,887	.004
Safety	.170	.049	.254	3,443	.001

a. Dependent Variable: Buy Interest

Source: processed data

The results showed that the trust variable obtained the value of t-count and positive regression coefficient with a significance value of less than 5%, the risk perception variable obtained the value of t-count and the positive regression coefficient with a significance value of less than 5%, and the safety variable obtained the value of t- calculation and positive regression coefficients with a significance value of less than 5%, this study proves that the variables of trust, risk perception, and safety affect the interest in buying cryptocurrency in Surabaya.

CONCLUSION

This study aims to determine the effect of trust, risk perception and safety on cryptocurrency buying interest in Surabaya. This type of research is a survey, the sampling technique using a purposive sampling method. The results showed that the trust variable obtained the value of t-count and positive regression coefficient with a significance value of less than 5%, the risk perception variable obtained the value of t-count and the positive regression coefficient with a significance value of less than 5%, and the safety variable obtained the value of t- calculation and positive regression coefficients with a

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