

ABSTRACT

Cryptocurrency is one of the technological ideas that is transforming the current economy. In addition to having a function as a medium of exchange, cryptocurrencies can be traded and used as an investment alternative. Cryptocurrency investment has received the attention of many investors, especially in Indonesia. Interest in cryptocurrency investment in Indonesia is quite high. This is shown by the emergence of cryptocurrency trading marketplaces and large transaction volumes in recent years. This study aims to look at the factors that influence investment decisions on the cryptocurrency market in Indonesia. The factors studied in this financial literacy. The data used in this study was taken through distributing questionnaires to users of the INDODAX platform which is the largest cryptocurrency trading marketplace in Indonesia. The method used in this research is quantitative method with multiple linear regression method. The results of this study indicate that individually, the factors of financial literacy have a positive and significant influence on investment decisions in the cryptocurrency market.

Keywords: Cryptocurrency, Investment, Investment Decision