ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Pengetahuan Investasi, Herding, Pengalaman Investasi, dan Motivasi terhadap Keputusan Menginvestasikan Emas pada Generasi Z di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen berupa kuesioner yang disebarkan kepada 75 responden dari kalangan Generasi Z yang aktif berinvestasi emas. Data dianalisis dengan menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2) dengan bantuan software SPSS versi 26. Hasil penelitian menunjukkan bahwa Pengetahuan Investasi, Pengalaman Investasi, dan Motivasi berpengaruh signifikan terhadap Keputusan Menginvestasikan Emas, sedangkan Herding tidak berpengaruh. Secara simultan, Pengetahuan Investasi, Herding, Pengalaman Investasi, dan Motivasi berpengaruh terhadap Keputusan Menginvestasikan Emas. Nilai Adjusted R^2 sebesar 0,918 mengindikasikan bahwa 91,8% variasi keputusan investasi emas dapat dijelaskan oleh keempat variabel independen tersebut, sedangkan sisanya 8,2% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata kunci: Pengetahuan Investasi, Herding, Pengalaman Investasi, Motivasi, Keputusan Investasi, Generasi Z, Emas

ABSTRACT

This study aims to analyze the influence of Investment Knowledge, Herding, Investment Experience, and Motivation on the Decision to Invest in Gold among Generation Z in Medan City. A quantitative approach was employed, with data collected through questionnaires distributed to 75 respondents from Generation Z who are actively investing in gold. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2), with the assistance of SPSS version 26 software.The results show that Investment Knowledge, Investment Experience, and Motivation significantly influence the Decision to Invest in Gold, while Herding has no effect. Simultaneously, Investment Knowledge, Herding, Investment Experience, and Motivation influence the Decision to Invest in Gold. The Adjusted R^2 value of 0.918 indicates that 91.8% of the variation in gold investment decisions can be explained by the four independent variables, while the remaining 8.2% is influenced by other factors not included in this study.

Keywords: *Investment Knowledge, Herding, Investment Experience, Motivation, Investment Decision, Generation Z, Gold*