

ANALISIS MINAT BELI INVESTASI EMAS PADA *FOLLOWERS* AKUN INSTAGRAM DARI KOMUNITAS VALBURY JOGJA PT VALBURY ASIA FUTURES


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Abstrak

Penelitian ini bertujuan untuk menganalisis minat beli investasi emas pada PT. Valbury Asia Futures Yogyakarta. Metode yang digunakan dalam penelitian adalah metode kuantitatif. Data primer dapat diperoleh melalui pengumpulan kuesioner dari pengikut followers Instagram @temanvalbury_jogja. Teknik pengambilan sampel menggunakan teknik *nonprobability sampling* dengan jumlah 79 responden dan analisis data menggunakan aritmathic mean. Variabel dalam penelitian berupa variabel minat beli dan menggunakan elemen-elemen *transaksional*, *referensial*, *preferensial*, *eksplorasi*. Berdasarkan hasil penelitian secara keseluruhan variabel minat beli investasi emas memiliki nilai rata-rata hitung sebesar 3,59 yang termasuk kategori setuju. Berdasarkan indikator *transaksional* memiliki nilai rata-rata 3,47 yang termasuk dalam kategori setuju. Berdasarkan indikator *referensial* memiliki nilai rata-rata 3,39 yang termasuk dalam kategori ragu-ragu. Berdasarkan indikator *preferensial* memiliki nilai rata-rata 3,78 yang termasuk dalam kategori setuju. Berdasarkan indikator *eksplorasi* memiliki nilai rata-rata 3,75 yang termasuk dalam kategori setuju.

Kata Kunci: *Minat Beli Investasi Emas, Transaksional, Referensial, Preferensial, Eksplorasi*

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**ANALYSIS OF INTEREST IN BUYING GOLD INVESTMENT ON
INSTAGRAM ACCOUNT FOLLOWERS OF THE VALBURY JOGJA
COMMUNITY PT. VALBURY ASIA FUTURES**

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Abstract

This research aims to analyse interest in buying gold investment at PT. Valbury Asia Futures Yogyakarta. The method used in this research is quantitative method. Primary data can be obtained through collecting questionnaires from Instagram followers @temanvalbury_jogja. The sampling technique used nonprobability sampling technique with total 79 respondents and data analysis used atimatic mean. The variables in the research are purchase interest variables and use transactional, referensial, preferensial, and exploration elements. Based on the overall research results, the variable interest in buying gold investement has been calculated average value of 3,59, which is included in the agree category. Based on the transactional indicator, it has an average value of 3,47 which is included in the agree category. Based on the referential, it has an average value 3,39 which is included in the doubtful category. Based on the preferential, it has an average value of 3,78 which is included in the agree category. Based on the exploration, it has an average value 3,75 which is included in the agree category.

Keyword: *Interest In Buying Gold Investment, Transaksional, Referensial, Preferensial, Eksplorasi*