

ABSTRAK

Rafi Ardika, 200541100100, Psikologi, Pengaruh Persepsi *Electronic Word of Mouth* Terhadap Pengambilan Keputusan Investasi di Pasar Modal pada Generasi Z. Skripsi. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura, 2025.

Generasi z cenderung mencari validasi sebelum melakukan pengambilan keputusan dalam hal investasi, sehingga rekomendasi serta ulasan dari orang lain di media sosial menjadi faktor dalam pengambilan keputusan investasi di pasar modal generasi z. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi *electronic word of mouth* terhadap pengambilan keputusan investasi di pasar modal pada generasi z. Penelitian ini menggunakan penelitian kuantitatif dengan pendekatan korelasional, dilakukan survei pada 100 subjek penelitian yang ditentukan menggunakan *non-probability sampling* dengan teknik *snowball sampling*. Instrumen dalam penelitian ini adalah skala persepsi *electronic word of mouth* ($\alpha = 0,805$) dan skala pengambilan keputusan ($\alpha = 0,878$). Analisis penelitian menggunakan uji hipotesis yaitu uji regresi linear sederhana yang diperoleh hasil penelitian nilai F sebesar 116,11 dengan nilai signifikansi 0,000 ($0,00 < 0,05$) artinya hipotesis diterima, menunjukkan terdapat pengaruh antara persepsi *electronic word of mouth* terhadap pengambilan keputusan investasi di pasar modal pada generasi z. Koefisien korelasi diperoleh nilai 0,736 menunjukkan korelasi kuat dan arah korelasi positif, yang menyimpulkan bahwa semakin tinggi persepsi *electronic word of mouth* maka semakin tinggi pula pengambilan keputusan investasi di pasar modal pada generasi z, sebaliknya semakin rendah persepsi *electronic word of mouth* maka semakin rendah juga pengambilan keputusan investasi di pasar modal pada generasi z. Nilai R Square sebesar 0,542 menyatakan variabel persepsi *electronic word of mouth* mempengaruhi pengambilan keputusan investasi di pasar modal pada generasi z sebesar 54,2 %. Sisa 45,8% dipengaruhi faktor lain seperti motivasi, integritas, dan pembentukan sikap.

Kata Kunci : Persepsi *Electronic Word of Mouth*, Pengambilan Keputusan, Investasi, Pasar Modal, Generasi Z

ABSTRACT

Rafi Ardika, 200541100100, Psychology, The Effect of Perceived Electronic Word of Mouth on Decision Making of Capital Market Investment in Generation Z's. Thesis. Psychology Study Program, Faculty of Social and Cultural Sciences, Trunojoyo University Madura, 2025.

Generation z's tends to seek validation before decision making of investment, so the recommendations and reviews from other people on social media become factors in of capital Market investment in generation z's. The research purposes to determine the effect of perceived electronic word of mouth on decision making of capital market investment in generation z's. This research uses a quantitative research which is correlational approach, conducted a surveys to 100 research subjects determined using non-probability sampling with snowball sampling technique. The instruments in this research were the perceived electronic word of mouth scale ($\alpha = 0.805$) and the decision-making scale ($\alpha = 0.878$). The analysis used in this research is hypothesis testing, namely simple linear regression test which resulting an F value of 116.11 with a significance value of 0.000 ($0.00 < 0.05$), which means that the hypothesis is accepted, which shows that there is an influence between the perceived electronic word of mouth on decision making of capital market investment in generation z's. Coefficient Correlation obtained value 0.736 shows a strong correlation and direction of positive correlation, this concludes that the higher the perceived electronic word of mouth, the higher the decision making of capital market investment in generation z's, otherwise, the lower the perceived electronic word of mouth, the lower the decision making of capital market investment in generation z's. The R Square value of 0.542 states that the perceived electronic word of mouth variable influences decision-making by 54.2%. The remaining 45.8% is influenced by other factors such as motivation, integrity and attitude building.

Keywords: *Perceived Electronic Word of Mouth, Decision - Making, Investment, Capital Market, Generation Z's.*