

Field	Finance	
Title	A FRAMEWORK FOR ASSESSING INVESTOR BEHAVIOR AND TECHNOLOGY ADOPTION IN CRYPTOCURRENCY INVESTMENTS	
	Purpose	The objective of this research is to determine the extent to which investors' behavior, particularly in accordance with consumer knowledge, perceived benefits, convenience of use, and innovation, can impact the decision to invest in cryptocurrency.
	Design/methodology/approach	The research method used is the explanatory method, with the sample being cryptocurrency investors who are still active and live in Jakarta. Using the Machin and Campbell formula, 114 respondents were obtained. Quota sampling is used as a sampling technique. For analysis, this research uses the Technology Acceptance Model Approach.
Abstract	Findings	Investors' preferences and perceptions of ease of use, rewards, and understanding of cryptocurrencies significantly impact investors' decisions to adopt cryptocurrencies. Another finding is that respondents agreed that perceived benefits do not affect ease of use. This causes respondents' thinking about investment to stagnate because they believe every investment they make must be easy to use and provide benefits.













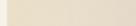




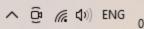


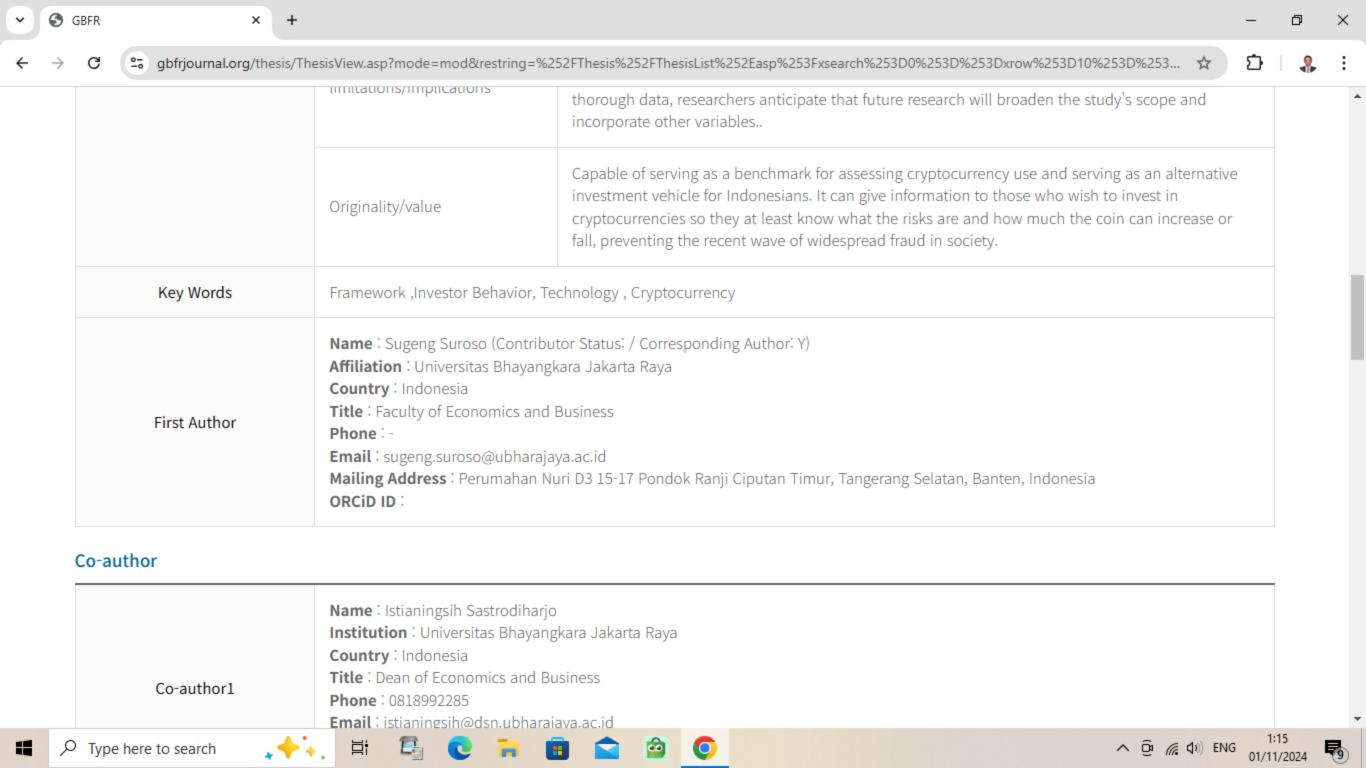


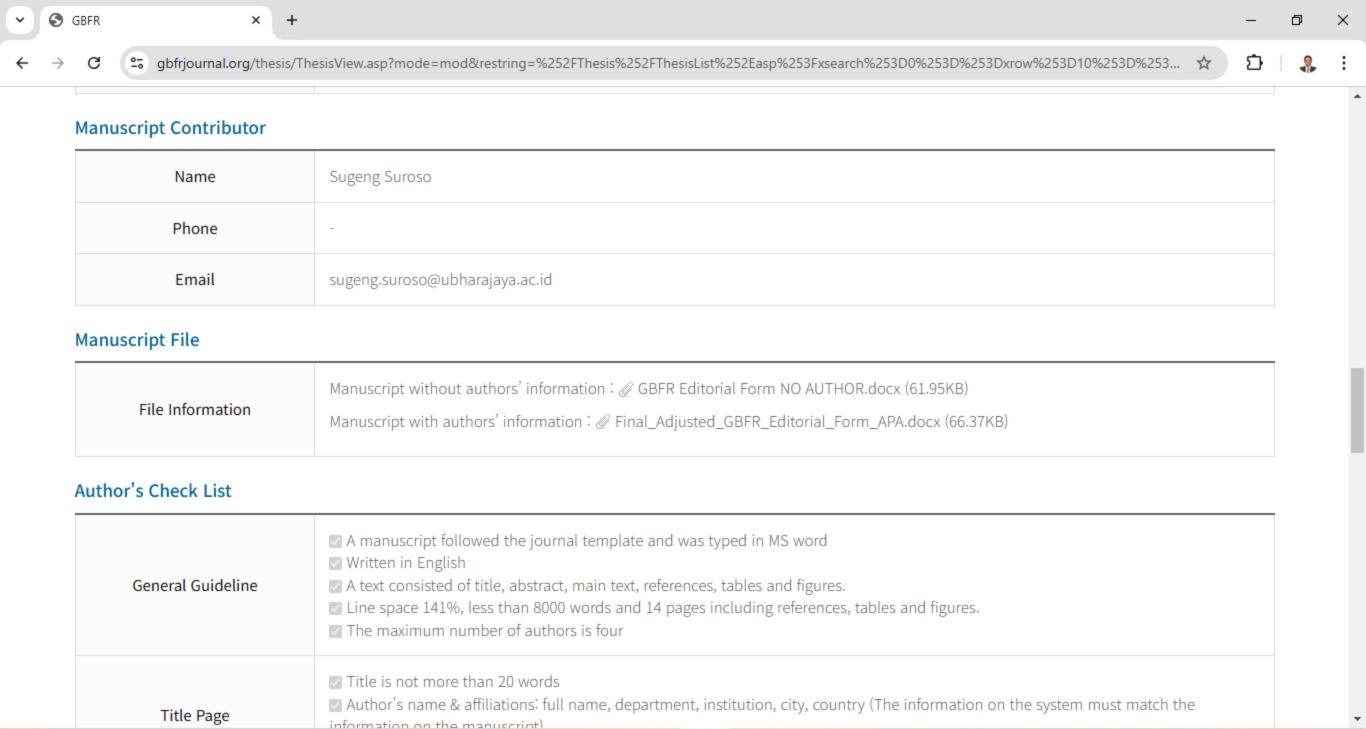






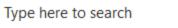






















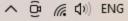






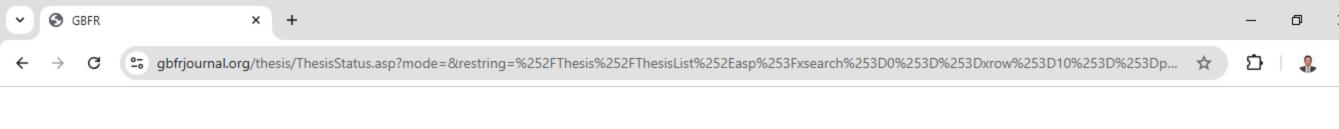












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