

BAB V

5.1 Kesimpulan

Penelitian ini bertujuan untuk menganalisis pengaruh sentimen publik terhadap cryptocurrency, yang diekspresikan melalui media sosial X, terhadap pergerakan harga cryptocurrency di Indonesia. Berdasarkan hasil analisis regresi berganda, dapat disimpulkan bahwa sentimen positif, sentimen netral, dan sentimen negatif secara statistik tidak memiliki pengaruh signifikan terhadap pergerakan harga cryptocurrency pada tingkat signifikansi 5%. Hal ini terlihat dari nilai signifikansi uji F sebesar 0,187 ($p > 0,05$), yang menunjukkan bahwa model regresi secara keseluruhan tidak signifikan. Dalam Behavioral Finance, perilaku investor sering kali dipengaruhi oleh emosi seperti ketakutan dan keserakahan, yang mendorong keputusan impulsif di pasar cryptocurrency yang sangat volatil. Emosi ini juga dapat memicu herding behavior, di mana investor mengikuti mayoritas tanpa evaluasi yang mendalam, sehingga memperbesar volatilitas pasar. Sementara itu, menurut Prospect Theory, individu cenderung lebih khawatir terhadap potensi kerugian daripada mengejar keuntungan, sebuah fenomena yang disebut loss aversion. Hal ini menjelaskan mengapa emosi negatif memiliki peran yang signifikan dalam memengaruhi keputusan investor, terutama dalam kondisi pasar yang tidak menentu.

5.2 Saran

Rekomendasi yang dapat disampaikan berdasarkan hasil penelitian ini, yang dapat menjadi pertimbangan dalam penelitian selanjutnya, yaitu memperluas fokus penelitian ke faktor lain yang mempengaruhi pasar. Hasil penelitian ini menunjukkan bahwa sentimen publik bukan faktor utama dalam memengaruhi harga cryptocurrency. Oleh karena itu, disarankan untuk mengeksplorasi faktor lain, seperti adopsi teknologi blockchain, volume transaksi, atau keputusan regulasi pemerintah, yang mungkin memiliki dampak lebih langsung terhadap harga cryptocurrency.

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LAMPIRAN

Hasil coding Python

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Hasil Olah Data SPSS

Model Summary

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .241 ^a | .058 | .023 | 68187348.96 | .235 |

a. Predictors: (Constant), S.Negatif, S.Netral, S.Positif

b. Dependent Variable: Harga

Uji Nilai F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 2.284E+16 | 3 | 7.613E+15 | 1.637 | .187 ^b |
| | Residual | 3.720E+17 | 80 | 4.650E+15 | | |
| | Total | 3.948E+17 | 83 | | | |

a. Dependent Variable: Harga

b. Predictors: (Constant), S.Negatif, S.Netral, S.Positif

Uji Nilai T

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|-------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1006312868 | 18301080.87 | | 54.987 | .000 | | |
| | S.Positif | -237830.028 | 1456695.741 | -.025 | -.163 | .871 | .503 | 1.989 |
| | S.Netral | 3227789.067 | 2246272.605 | .212 | 1.437 | .155 | .541 | 1.849 |
| | S.Negatif | -7479971.663 | 3888303.062 | -.249 | -1.924 | .058 | .700 | 1.428 |

a. Dependent Variable: Harga

Hasil Diagnostik Multikolinearitas

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----------|----------|-----------|
| | | | | (Constant) | S.Positif | S.Netral | S.Negatif |
| 1 | 1 | 3.661 | 1.000 | .01 | .01 | .01 | .01 |
| | 2 | .139 | 5.124 | .12 | .02 | .12 | .95 |
| | 3 | .133 | 5.252 | .76 | .02 | .36 | .00 |
| | 4 | .067 | 7.415 | .11 | .95 | .51 | .04 |

a. Dependent Variable: Harga

