

PENGARUH KREDIBILITAS *YOUTUBER* RADITYA DIKA TERHADAP MINAT GENERASI Z BERINVESTASI DI PASAR MODAL

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan melihat sejauh mana pengaruh kredibilitas *YouTuber* Raditya Dika dalam minat generasi Z berinvestasi di pasar modal. Penelitian ini menggunakan teori kredibilitas sumber. Kredibilitas Raditya Dika diukur berdasarkan dimensi kepercayaan, keahlian, dan daya tarik. Sedangkan minat berinvestasi diukur berdasarkan dimensi kognitif, afektif, dan konatif. Metode yang digunakan adalah kuantitatif deskriptif dengan menggunakan sumber data primer dan sekunder. Sampel yang digunakan sebanyak 100 responden dengan kriteria generasi Z yang mengikuti akun YouTube Raditya Dika serta mengetahui dan mendapatkan informasi terkait investasi di akun YouTube tersebut. Dalam menganalisis data, peneliti melakukan uji validitas dan reliabilitas, uji asumsi klasik, uji korelasi, uji regresi linear sederhana, uji koefisien determinasi, dan uji hipotesis. Hasil dari penelitian ini menunjukkan bahwa kredibilitas *YouTuber* Raditya Dika memiliki pengaruh terhadap minat generasi Z berinvestasi di pasar modal sebesar 60%, sedangkan 40% sisanya dipengaruhi oleh faktor lain. Generasi Z menilai sangat setuju Raditya Dika memiliki reputasi yang baik sebagai *influencer* sebesar 80% dan memiliki kemampuan *public speaking* sebesar 86%. Pengaruh yang diberikan oleh konten YouTube Raditya Dika menjadikan generasi Z memiliki minat untuk berinvestasi sebesar 55% serta melakukan investasi di pasar modal sebesar 49%. Hasil penelitian ini juga menunjukkan terdapat hubungan yang sangat kuat diantara variabel X dan Y dan bernilai positif. Dapat disimpulkan bahwa kredibilitas *YouTuber* Raditya Dika berpengaruh secara signifikan terhadap minat generasi Z berinvestasi di pasar modal.

Kata Kunci: Media Baru, Kredibilitas Sumber, YouTuber, Raditya Dika

THE INFLUENCE OF YOUTUBER RADITYA DIKA'S CREDIBILITY ON GENERATION Z'S INTEREST TO INVEST IN THE CAPITAL MARKET

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ABSTRACT

This study aims to analyze and see how far the influence of YouTuber Raditya Dika's credibility has on Generation Z's interest to invest in the capital market. This study uses the theory of source credibility. Raditya Dika's credibility is measured based on the dimensions of trustworthiness, expertise, and attractiveness. Meanwhile, interest in investing is measured based on cognitive, affective, and conative dimensions. The method used is descriptive quantitative using primary and secondary data sources. The sample used was 100 respondents with generation Z criteria who followed the Raditya Dika YouTube account and knew and obtained information regarding investment in the YouTube account. In analyzing the data, researchers conducted validity and reliability tests, classical assumption tests, correlation tests, simple linear regression tests, coefficient of determination tests, and hypothesis testing. The results of this study indicate that the credibility of YouTuber Raditya Dika has an influence on Generation Z's interest in investing in the capital market by 60%, while the remaining 40% is influenced by other factors. Generation Z agrees that Raditya Dika has a good reputation as an influencer by 80% and has public speaking skills by 86%. The influence by Raditya Dika's YouTube content makes Generation Z have an interest in investing by 55% and investing in the capital market by 49%. The results of this study also show that there is a very strong relationship between variables X and Y and is positive. It can be concluded that the credibility of YouTuber Raditya Dika has a significant effect on Generation Z's interest in investing in the capital market.

Keywords: *New Media, Source Credibility, YouTuber, Raditya Dika.*