

## DAFTAR PUSTAKA

- Abdul Halim. (2015). Dasar-dasar Investasi. Jakarta: Salemba Empat.
- Afriani, F., & Halmawati. (2019). Pengaruh *Herding Behaviour* terhadap Keputusan Investasi di Pasar Modal Indonesia. *Jurnal Ekonomi dan Bisnis*, 4(2), 1-14.
- Agarwal, P., Bhatt, V., & Sharma, R. (2022). Impact of *social media influencers* and herding behavior on investment decisions in *cryptocurrency*. *International Journal of Behavioral Finance*, 13(2), 87-101.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Addison-Wesley.
- Ajzen, I., & Fishbein, M. (1988). Understanding Attitudes and Predicting Social Behavior. Prentice Hall.
- Alaaraj, H., & Bakri, A. (2020). Literasi keuangan dan pengaruhnya pada perilaku investasi. *Middle Eastern Journal of Financial Studies*, 6(4), 295-307.
- Amalia, M., & Andayani, S. (2022). Pengaruh Literasi Keuangan Terhadap Keputusan Investasi Pada Generasi Milenial. *Jurnal Ekonomi dan Bisnis*, 20(1), 23-35.
- Amaliyah, H., & Herwiyanti, E. (2020). Pengaruh keputusan investasi terhadap nilai perusahaan dan kebijakan dividen. *Jurnal Ilmiah*, 5(1), 34-45.
- Amran, K. M., Adrianto, F., & Hamidi, M. (2024). Pengaruh literasi digital, literasi keuangan, dan media sosial terhadap keputusan investasi. *Jurnal Manajemen dan Teknologi Keuangan*, 7(5), 210-223.
- Anggraini, N. P., & Munari. (2024). Pengaruh literasi keuangan dan ekspektasi return pada perilaku herding Generasi Z. *Jurnal Investasi dan Manajemen Risiko*, 5(1), 56-69.
- Anshori, S., Makaryanawati, & Restuningdiah, N. (2024). Pengaruh kredibilitas influencer saham dan literasi keuangan terhadap perilaku keuangan. *Jurnal Ilmu Ekonomi dan Bisnis Indonesia*, 14(3), 78-89.

- Aulia, R., & Ardi, D. (2023). Pengaruh Literasi Keuangan terhadap Keputusan Investasi. *Jurnal Manajemen dan Keuangan*, 15(2), 45-60.
- Bailer, K. (2021). Risiko dan manfaat investasi pada cryptocurrency: Perspektif pengelolaan risiko. *International Journal of Finance and Banking*.
- Ballis, A., & Verousis, T. (2022). Herding behavior and its impact on investment in cryptocurrency: The role of *social media influencers*. *Journal of Investment Analysis*, 27(5), 109-123.
- Ballis, A., & Verousis, T. (2022). *Herding Behaviour* in Cryptocurrency Markets: Evidence and Implications. *International Journal of Financial Studies*, 8(4), 56-74.
- Banerjee, A. (1992). A Simple Model of Herd Behavior. *The Quarterly Journal of Economics*, 107(3), 797-817.
- Barber, B. M., & Thaler, R. H. (2003). *The Psychology of Investing: Implications for Financial Regulation*. Princeton University Press.
- Brown, R. (2020). Generasi Z dan Preferensi Digital dalam Investasi. *Journal of Financial Studies*, 15(3), 205-217..
- Chairunnisa, A., & Dalimunthe, Z. (2021). Pengaruh influencer saham terhadap perilaku herding milenial Indonesia. *Jurnal Ekonomi dan Keuangan Indonesia*, 9(3), 145-156.
- Chairunnisa, M., & Dalimunthe, S. (2021). Pengaruh Media Sosial terhadap Keputusan Investasi di Pasar Kripto. *Jurnal Ekonomi Digital*, 15(2), 134-142.
- Chairunnisa, R., & Dalimunthe, F. (2021). Keputusan Investasi Generasi Milenial Akibat Pengaruh *Social Media Influencer*. *Jurnal Riset Manajemen*, 10(1), 15-28.
- Chairunnisa, S., & Dalimunthe, R. (2021). Pengaruh Media Sosial dan Keputusan Investasi Masyarakat di Era Digital. *Jurnal Ekonomi dan Bisnis*, 10(2), 154-168.
- Chaitanya, K., & Nordin, A. A. (2021). Exploring the effects of *social media influencers* and herding behavior on investment decisions in the cryptocurrency market. *Journal of Financial Planning and Analysis*, 16(2), 58-73.
- Choi, Y. H. (2021). Herding behavior in cryptocurrency investment decisions: The influence of social media. *Journal of Behavioral Finance*, 24(4), 243-257.
- CoinMarketCap. (2023). Cryptocurrency Overview. Retrieved from CoinMarketCap

- Dai, H., & Suryanto, T. (2019). Financial Literacy and Financial Inclusion: A Comparative Study between Indonesia and ASEAN Countries. Asian Development Bank.
- Dewanti, A. P. R. (2024). Herding behavior as a determinant of investment choices in the cryptocurrency market. *Journal of Financial Behavior*, 29(3), 212-226.
- Edi Pranyoto. (2018). Economic Behavior and Psychology in Financial Decision Making. *Journal of Behavioral Economics*.
- Fauzianti, I., & Retnosari, A. (2022). The role of *social media influencers* in shaping investment decisions among Generation Z. *Journal of Social Media and Finance*, 10(4), 122-136.
- Fitriarianti, B. (2018). Peran faktor waktu dalam pengambilan keputusan investasi saham jangka panjang dan jangka pendek. *Jurnal Keuangan dan Investasi*, 12(3), 56-67.
- Fitriyani, A. (2019). Pengaruh Return dan Risiko Terhadap Keputusan Investasi pada Investor Saham Pemula. *Jurnal Ekonomi*, 4(2), 77-89.
- Francis, T., & Hoefel, F. (2018). Understanding Generation Z and Their Influence on the Market. *Journal of Consumer Insights*, 6(4), 145-160.
- Gerrans, P., Abisekaraj, S. B., & Liu, Z. (2024). Analisis literasi keuangan dan toleransi risiko pada survei siswa. *International Journal of Financial Studies*, 15(5), 489-502.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2020). Partial Least Squares: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 (Untuk Penelitian Empiris). Semarang: Badan Penerbit Universitas Diponegoro.
- Gundlach, M., Douglas, S. C., & Martinko, M. J. (2003). The Decision to Blow the Whistle: A Social Information Processing Framework. *Academy of Management Review*, 28(1), 107-123.
- Haga, H., & Leijerholt, U. (2021). Influencer Marketing and Financial Decision-Making in Emerging Markets. *Journal of Financial Influence*, 9(3), 107-122.

- Haga, S., & Leijerholt, J. (2021). Influencers and herding behavior: The psychological drivers of cryptocurrency investments among Millennials and Generation Z. *Journal of Financial Psychology*, 28(2), 121-136.
- Handoko, B. L., Hamsal, M., Sundjaja, A. M., & Gunadi, W. (2024). Impact of *social media influencers* and herding behavior on cryptocurrency investment decisions among young investors. *Journal of Digital Finance*, 12(1), 1-18.
- Haryanto, S., Subroto, A., & Ulpah, M. (2020). Herding behavior in investment: The role of *social media influencers* in cryptocurrency markets. *International Journal of Economic and Financial Studies*, 23(3), 45-59.
- Hastings, J., Madrian, B. C., & Skimmyhorn, W. (2013). Financial literacy, financial education, and economic outcomes. *Annual Review of Economics*, 5, 347-373.  
<https://doi.org/10.1146/annurev-economics-082312-125807>
- Hearn, A., & Schoenhoff, S. (2016). From Celebrity to Influencer: Tracing the Diffusion of Celebrity Value across the Data Stream. *Convergence*, 22(5), 494-510.
- Hendartyo, M. (2021). Pengaruh Media Sosial Terhadap Keputusan Investasi Generasi Milenial dan Gen Z. *Jurnal Keuangan dan Perbankan Indonesia*, 15(1), 47-62.
- Hendartyo, P. (2021). Peran Influencer dalam Mempengaruhi Keputusan Investasi pada Generasi Z. *Jurnal Keuangan dan Investasi*, 29(4), 78-85.
- Hidayat, R. (2018). Behavioral Finance dan Pengaruhnya terhadap Keputusan Investasi: Studi Literatur. *Jurnal Manajemen dan Keuangan*, 6(1), 55-67.
- Hudson, S., et al. (2020). Analysis of *Herding Behaviour* in Investment Decision-Making. *Jurnal Manajemen*, 11(1), 45-55.
- Hudson, S., Lipsey, D., & Gellatly, R. (2020). The Correlation Between Financial Literacy and Socioeconomic Well-being. *Financial Behavior Journal*, 12(1), 89-102.
- Hudson, T., et al. (2020). Media Sosial sebagai Faktor Pembentuk Perilaku Keuangan pada Generasi Milenial. *Jurnal Ilmu Komunikasi*, 13(3), 112-127.
- Iqbal, M., & Nugroho, A. (2019). Dampak *Herding Behaviour* terhadap Keputusan Investasi. *Jurnal Ilmu Ekonomi*, 8(2), 120-135.
- Islamiah, S., et al. (2024). Indikator Kepemilikan Cryptocurrency. *Jurnal Investasi Digital*, 6(2), 113-125.

- Jacob, J., Hudson, S., & Bush, A. J. (2000). Financial Literacy and Consumer Decision-Making. *Journal of Consumer Research*, 26(4), 34-47.
- Jogiyanto, H. M. (2007). Sistem Informasi Keuangan dan Bisnis. Andi Offset.
- Junianto, H., & Kohardinata, A. (2021). Peran *Social Media Influencer* pada Keputusan Investasi Generasi Muda. *Jurnal Ilmu Ekonomi*, 15(1), 55-67.
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, 47(2), 263-292.
- KEMENDAG. (2024). Laporan Tahunan Perdagangan dan Investasi Indonesia 2024. Kementerian Perdagangan Republik Indonesia. Diakses dari <https://kemendag.go.id>
- Khan, I., Afeef, M., Jan, S., & Ihsan, A. (2021). The Moderating Effect of Financial Literacy and Social Media Influence on Herding Behavior. *Asian Journal of Finance & Economics*, 10(2), 67-82.
- Khosravi, A., & Shafiee, F. (2021). Influence of Financial Influencers on Investment Decisions. *International Journal of Finance and Banking*, 13(2), 97-112.
- Komunitas. (2024). Data Statistik Kerugian Investasi Akibat Pengaruh Media Sosial. *Laporan Komunitas Investor Kripto Indonesia*, 12-15.
- Kresnawati, A., et al. (2022). Pengaruh Rekomendasi Ahli dan Media terhadap *Herding Behaviour* pada Investor di Pasar Modal Indonesia. *Jurnal Keuangan dan Investasi*, 6(1), 23-34.
- Kresnawati, D., Haryanto, T., & Siregar, M. (2022). Media Sosial dan Influencer: Pengaruhnya Terhadap Keputusan Investasi Generasi Z di Indonesia. *Jurnal Manajemen Indonesia*, 10(3), 45-59.
- Kurniawan, I. (2022). Dampak Informasi dari Influencer terhadap Perilaku Investasi Milenial. *Jurnal Ekonomi Digital dan Manajemen Inovasi*, 5(4), 72-88.
- Latifiana, M. (2016). Financial Literacy Measurement in Cryptocurrency. *Journal of Finance and Economics*, 34(3), 25-38.
- Leksikawan, A. (2009). Perilaku Keuangan dan Literasi Finansial. *Economic Review*, 22(1), 47-52.
- Lestari, D., & Nugroho, T. (2021). Pengaruh Literasi Keuangan terhadap Respon Investor terhadap Influencer Media Sosial. *Jurnal Ekonomi Digital Indonesia*, 5(2), 55-72.

- Litner, J. (1998). Behavioral Finance and the Financial Manager. *Financial Management Review*.
- Loebiantoro, R., et al. (2021). Behavioral Finance and Financial Decision-Making. *Journal of Economic Perspectives*, 15(3), 89-110.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Lusardi, A., & Mitchell, O. S. (2020). Financial literacy and retirement planning in the United States. *Journal of Pension Economics and Finance*, 19(1), 1-17. <https://doi.org/10.1017/S1474747219000144>
- Mansur, A. (2019). Instrumen Investasi dan Keberagaman Portofolio: Emas, Properti, dan Saham. *Indonesian Economic Journal*, 8(2), 34-45.
- Manurung, A. H. (2012). Pengambilan keputusan investasi dalam kondisi ketidakpastian. Jakarta: Universitas Indonesia.
- Marbun, R., et al. (2020). Motivasi Sosial dalam Pengambilan Keputusan Investasi dan Pengaruhnya terhadap *Herding Behaviour*. *Jurnal Ekonomi dan Keuangan*, 9(3), 312-326.
- Martaningrat, N. W. S., & Kurniawan, Y. (2024). The impact of *social media influencers* on investment choices among Generation Z. *Journal of Digital Finance and Innovation*, 8(2), 58-72.
- Matruty, D. J., Borolla, J. D., & Regar, E. (2021). Faktor yang memengaruhi minat investasi mahasiswa. *Jurnal Manajemen Universitas Pattimura*, 9(2), 101-113.
- Mumtazah, M. R., & Anwar, M. (2022). Pengaruh literasi keuangan dan toleransi risiko terhadap perilaku herding pada mahasiswa. *Jurnal Manajemen dan Bisnis UPN Veteran Jawa Timur*, 11(3), 97-109.
- Nainggolan, H. (2017). Statistik untuk Penelitian Bisnis dan Ekonomi. Yogyakarta: Andi.
- Nakamoto, S. (2008). Bitcoin: A Peer-to-Peer Electronic Cash System. Retrieved from [Bitcoin.org](https://www.bitcoin.org)
- Natahadi, H., Makaryanawati, & Keliwon, K. B. (2024). Pengaruh kepercayaan influencer terhadap persepsi risiko. *Jurnal Manajemen Keuangan dan Bisnis Indonesia*, 6(2), 67-78.

- Nguyen, T. H., & Haseeb, M. (2021). Influencer-driven investment decisions: Impact on the behavior of young investors in the cryptocurrency market. *Journal of Finance and Investments*, 30(3), 201-215.
- Ningsih, S. (2017). Financial Management Behavior and Financial Literacy. *Jurnal Ekonomi*, 16(1), 15-29.
- Olsen, R. A. (1998). Behavioral Finance and its Implications on Investor Behavior. *Journal of Financial Research*, 21(4), 175-187.
- ]Otoritas Jasa Keuangan (OJK). (2024). Laporan Literasi dan Inklusi Keuangan Indonesia. Jakarta: OJK.
- Pak, A., & Mahmood, M. (2015). Financial literacy and investment decisions: An empirical investigation in Pakistan. *International Journal of Economics and Financial Issues*, 5(2), 460-470.
- Panjaitan, S., & Listiadi, A. (2021). Pengaruh Literasi Keuangan terhadap Pilihan Investasi. *Jurnal Ilmu Ekonomi dan Manajemen*, 9(1), 38-48.
- Park, H., & Blenkinsopp, J. (2009). Whistleblowing as Planned Behavior – A Survey on the Role of Attitudes and Subjective Norms. *Journal of Business Ethics*, 85(4), 545-556.
- Permana, A., & Sari, N. (2021). Media Sosial dan *Herding Behaviour* dalam Investasi Cryptocurrency. *Jurnal Keuangan Digital*, 10(2), 130-145.
- Permana, I., & Sari, D. (2021). Analisis Perilaku Herding pada Investor Cryptocurrency. *Jurnal Investasi dan Manajemen Keuangan*, 10(1), 58-65.
- Pranyoto, E., Susanti, S., & Septiyani, S. (2020). Keputusan Investasi dan Pengaruh Herding Behavior. *Jurnal Investasi & Finansial*, 7(1), 92-104.
- Pratama, A., & Suryani, D. (2022). Pengaruh *Herding Behaviour* terhadap Volatilitas Harga di Pasar Cryptocurrency. *Jurnal Keuangan dan Bisnis Digital*, 8(4), 203-218.
- Priscilla, P., & Saleh, R. (2023). The power of *social media influencers* on financial decisions: Case study on cryptocurrency investments. *Journal of Social Media Influence*, 22(1), 72-85.
- Putra, I. D., & Siregar, A. M. (2022). Pengaruh *Social Media Influencers* terhadap Keputusan Investasi Cryptocurrency. *Jurnal Manajemen dan Investasi*.

- Rabin, M. (1998). Psychology and Economics. *Journal of Economic Literature*, 36(1), 11-46.
- Rahayu, L., et al. (2020). Analisis *Herding Behaviour* Menggunakan Metode CSAD pada Pasar Saham. *Jurnal Analisis Keuangan*, 7(2), 67-75.
- Rahmadana, A. (2023). Volatilitas dan Herding Behavior dalam Investasi Cryptocurrency di Indonesia. *Jurnal Ekonomi Keuangan*, 18(2), 211-222.
- Rahmadana, I. (2023). Dampak Herding Behavior dalam Pasar Cryptocurrency. *Jurnal Ekonomi Digital Indonesia*.
- Ricciardi, V. (2000). A Brief Overview of Behavioral Finance: Theory and Implications. *Journal of Financial Behavior*, 4(2), 103-118.
- Rijanto, B. P., & Utami, N. (2024). The Role of Financial Literacy in Influencer-Driven Investment Decisions. *Journal of Digital Marketing and Finance*, 12(4), 83-98.
- Ryandono, M. N. H., et al. (2022). Faktor-Faktor yang Mempengaruhi Generasi Milenial dalam Pengambilan Keputusan Investasi di Era Digital. *Jurnal Ekonomi dan Investasi Indonesia*, 12(3), 89-101.
- Safitri, R., & Hakim, A. (2022). Faktor-Faktor yang Mempengaruhi *Herding Behaviour* dalam Keputusan Investasi pada Pasar Modal. *Jurnal Keuangan dan Investasi Indonesia*, 10(3), 103-115.
- Safryani, F., Aziz, M., & Triwahyuningtyas, D. (2020). Literasi Keuangan dan Pengambilan Keputusan Investasi. *Jurnal Ekonomi dan Pendidikan*, 16(3), 42-58.
- Sari, D., & Widyawati, R. (2020). Analisis Pengaruh Media Sosial Terhadap Perilaku Investasi pada Generasi Muda. *Jurnal Ekonomi Digital*.
- Shefrin, H. (2000). Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing. Harvard Business School Press.
- Shubaiber, A., Al-Omoush, K. S., & Alsmadi, M. S. (2023). Blockchain and Cryptocurrency in Emerging Markets: Insights and Applications. *Emerging Technologies Journal*, 17(1), 112-127.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions. *Journal of Retailing and Consumer Services*, 53, 101723.

- Sortlist. (2024). Laporan Penggunaan Media Sosial dalam Investasi Keuangan. Retrieved from sortlist.com
- Sri, L., & Sofian, I. (2020). Cryptocurrency sebagai Alternatif Investasi di Era Digital. *Digital Finance Review*, 4(3), 99-109.
- Suci, N. W., & Kurniawan, Y. (2024). Pengaruh influencer keuangan dan FOMO economy terhadap perilaku investor. *Jurnal Keuangan dan Investasi Indonesia*, 7(4), 211-225.
- Sugiyono. (2014). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.
- Sugiyono. (2015). Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sugiyono. (2017). Statistik untuk Penelitian. Bandung: Alfabeta.
- Sugiyono. (2018). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sujono, A., Fitriani, D., & Lestari, A. (2023). Financial literacy and cryptocurrency investment decision-making among Generation Z. *Indonesian Journal of Finance*, 9(4), 128-140.
- Sulistomo, E., & Prastiwi, A. (2011). The Impact of Financial Literacy on Financial Behavior. *Jurnal Ilmiah Akuntansi dan Bisnis*, 6(1), 23-40.
- Susanti, R. (2018). Financial Behavior and Financial Literacy. *Journal of Financial Studies*, 19(2), 67-82.
- Suyanti, S., & Hadi, R. (2019). Pengaruh Investasi Terhadap Kesejahteraan Jangka Panjang. *Journal of Financial Planning and Investment*, 7(1), 21-34.
- Tambunan, M., et al. (2019). Pengaruh keputusan investasi terhadap nilai perusahaan. *Jurnal Akuntansi dan Keuangan*, 3(4), 56-67.
- Tandelilin, E. (2010). Portofolio dan Investasi: Teori dan Aplikasi. Yogyakarta: Kanisius

- Tazkia, F., & Wijayanti, A. (2021). The Role of Financial Influencers in Enhancing Financial Literacy and Investment Decisions. *Jurnal Manajemen Keuangan*, 14(3), 78-89.
- Tirta, S. (2022). Dampak Pengaruh Media Sosial terhadap Keputusan Investasi Generasi Muda. *Jurnal Investasi Indonesia*, 7(2), 94-108.
- Trevina, A., & Kohardinata, E. (2024). Impact of *Social Media Influencers* on Young Investors' Decisions. *Journal of Financial Studies*, 11(1), 67-81.
- Trevina, T., & Kohardinata, K. (2024). *Social media influencers* and their effect on cryptocurrency investment decisions in the context of Generation Z. *Journal of Digital and Social Media Economics*, 6(3), 82-95.
- Trinugroho, I., et al. (2021). Social Media and Herding in Investment Decisions: A Study on Indonesian Millennial Investors. *Jurnal Ekonomi Digital*, 12(1), 59-72.
- Trinugroho, R., et al. (2021). Pengaruh Media Sosial terhadap Keputusan Investasi di Cryptocurrency. *Jurnal Pengaruh Sosial dan Ekonomi*, 9(3), 202-212.
- Upadana, G., & Herawati, T. (2020). Keputusan Investasi dan Literasi Keuangan. *Jurnal Ekonomi & Bisnis Digital*, 8(2), 25-39.
- Utami, K. T. (2023). Pengaruh literasi keuangan, inklusi keuangan, dan influencer terhadap keputusan investasi. *Jurnal Riset Manajemen Universitas Indonesia*, 12(3), 88-100.
- Utami, N. (2021). Financial Independence and Early Retirement in Generation Z. *Journal of Youth Economics*, 9(4), 122-131.
- Vasileiou, K. (2022). Herding behavior in cryptocurrency markets: The role of social media and influencers. *Journal of Economic Psychology*, 38(1), 101-113.
- Waweru, N. M., et al. (2008). Behavioral Finance and Investment Decision-Making. *Journal of Behavioral Finance*, 9(1), 84-96.
- Wayan, & Nyoman. (2020). Analisis pengaruh literasi keuangan terhadap perilaku keuangan. *Jurnal Ekonomi dan Keuangan Indonesia*, 8(2), 45-58.
- We Are Social. (2022). Digital Report 2022. Retrieved from [wearesocial.com](http://wearesocial.com)
- We Are Social. (2022). Laporan Perkembangan Media Sosial dan Tren Investasi Digital.
- Wicaksono, M. P. (2022). Pengaruh literasi keuangan dan media sosial edukasi saham terhadap pengelolaan keuangan. *Jurnal Ekonomi Digital Indonesia*, 8(2), 34-46.

- Wijaya, Y. H., & Elgeka, H. W. S. (2024). The influence of *social media influencers* and herding behavior on investment decisions: Evidence from Generation Z investors in the cryptocurrency market. *Journal of Financial Behavior and Markets*, 23(5), 138-150.
- Wulandari, A. (2020). *Herding Behaviour* dan Pengambilan Keputusan Investasi pada Investor Ritel. *Jurnal Bisnis dan Manajemen*, 5(1), 33-47.
- Wulandari, R., & Nasution, H. (2020). Pengaruh Literasi Keuangan terhadap Perilaku Investasi di Kalangan Milenial. *Jurnal Ekonomi & Keuangan Indonesia*, 8(2), 45-58.
- Yulianto, P., & Nugroho, A. (2021). Financial literacy as a determinant of investment behavior: Evidence from Indonesian investors. *International Journal of Economics, Commerce and Management*, 9(2), 72-84.
- Yundari, T., & Artati, D. (2021). Analisis literasi keuangan, pendapatan, dan perilaku keuangan. *Jurnal Ekonomi dan Bisnis Universitas Indonesia*, 10(4), 123-134.
- Yushita, A. N. (2017). Financial Literacy and Its Impact on Financial Decision-Making. *Jurnal Ekonomi dan Studi Pembangunan*, 3(2), 125-133.
- Yusuf, M., & Hidayat, I. (2021). Pengaruh Media Sosial terhadap Herding Behavior pada Investor Cryptocurrency. *Jurnal Ekonomi dan Perilaku Keuangan*.