

ABSTRAK

Muhammad Rizky Ramadhan. 2010411109. Pengaruh Kredibilitas YouTube Timothy Ronald terhadap Minat Investasi Gen Z dalam Cryptocurrency. Skripsi. Program Studi Ilmu Komunikasi. Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Pembangunan Nasional Veteran Jakarta. 2025.

Investasi *cryptocurrency* semakin populer di kalangan Gen Z. Banyak dari mereka mencari informasi melalui YouTube, salah satunya dari channel Timothy Ronald yang memiliki lebih dari 2,94 juta *subscribers*. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kredibilitas YouTube Timothy Ronald terhadap minat Gen Z untuk berinvestasi *cryptocurrency*. Penelitian ini memanfaatkan pendekatan kuantitatif disertai metode survei terhadap 96 responden Gen Z yang aktif menonton konten Timothy Ronald. Teori yang digunakan adalah *Source Credibility Theory* dari Ohanian yang mengukur kredibilitas melalui tiga dimensi: keahlian, kepercayaan, dan daya tarik. Data dihimpun lewat kuesioner *online* serta dianalisis menggunakan regresi linear sederhana dengan SPSS versi 25. Hasil penelitian memperlihatkan bahwasanya kredibilitas YouTube Timothy Ronald berpengaruh positif dan signifikan terhadap minat investasi Gen Z dalam *cryptocurrency* disertai koefisien korelasi 0,476. Nilai t hitung (5,254) melampaui nilai t tabel (1,661) disertai signifikansi $<0,001$, sehingga hipotesis diterima. Kredibilitas Timothy Ronald memberikan kontribusi di angka 22,7% terhadap minat investasi, sedangkan sisanya terpengaruh faktor lain. Dimensi kepercayaan menjadi yang paling dominan (3,44), diikuti daya tarik (3,43) dan keahlian (3,39). Pada minat investasi, Gen Z menunjukkan keinginan tinggi (3,39) dan ketertarikan tinggi (3,29), namun tingkat keyakinan untuk benar-benar berinvestasi masih rendah (2,80). Disimpulkan bahwa kredibilitas Timothy Ronald memiliki pengaruh signifikan namun terbatas dalam memicu minat investasi awal Gen Z.

Kata Kunci: Kredibilitas, YouTube, Timothy Ronald, Minat Investasi, Gen Z, Cryptocurrency, Source Credibility Theory

ABSTRACT

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Cryptocurrency investment is becoming increasingly popular among Gen Z. Many of them seek information through YouTube, including from Timothy Ronald's channel which has more than 2.94 million subscribers. This study aims to determine how much influence Timothy Ronald's YouTube credibility has on Gen Z's interest in investing in cryptocurrency. This study uses a quantitative approach with a survey method involving 96 Gen Z respondents who actively watch Timothy Ronald's content. The theory used is Ohanian's Source Credibility Theory which measures credibility through three dimensions: expertise, trustworthiness, and attractiveness. Data were collected through online questionnaires and analyzed using simple linear regression with SPSS version 25. The results show that Timothy Ronald's YouTube credibility has a positive and significant influence on Gen Z's investment interest in cryptocurrency with a correlation coefficient of 0.476. The *t* value (5.254) is greater than the *t* table (1.661) with a significance of <0.001, so the hypothesis is accepted. Timothy Ronald's credibility contributes 22.7% to investment interest, while the rest is influenced by other factors. The trustworthiness dimension is the most dominant (3.44), followed by attractiveness (3.43) and expertise (3.39). In terms of investment interest, Gen Z shows high desire (3.39) and high interest (3.29), but the level of conviction to actually invest is still low (2.80). It is concluded that Timothy Ronald's credibility has a significant but limited influence in triggering Gen Z's initial investment interest.

Keywords: *Credibility, YouTube, Timothy Ronald, Investment Interest, Gen Z, Cryptocurrency, Source Credibility Theory*