PENGARUH *PERCEIVED ENJOYMENT* DAN *TRUST* TERHADAP *CONTINUANCE INTENTION* PADA *FOLLOWERS* INSTAGRAM BAREKSA
(Survei Pada *Followers* Akun Instagram Aplikasi Investasi Reksa Dana Bareksa)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh
Ujian Sidang Sarjana Pendidikan

Oleh
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PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar

Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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**PENGARUH *PERCEIVED ENJOYMENT* DAN *TRUST* TERHADAP
CONTINUANCE INTENTION PADA *FOLLOWERS* INSTAGRAM
BAREKSA**
**(Survei Pada *Followers* Akun Instagram Aplikasi Investasi Reksa Dana
Bareksa)**

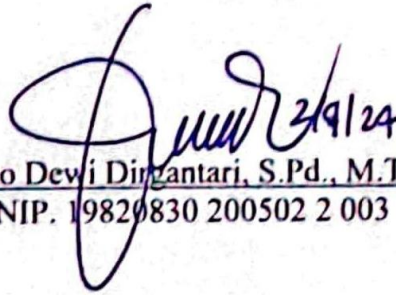Skripsi ini Disetujui dan Disahkan oleh:

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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul "**Pengaruh *Perceived Enjoyment* dan *Trust* terhadap *Continuance Intention* pada *Followers* Instagram Bareksa (Survei pada *Followers* Akun Instagram Aplikasi Investasi Reksa Dana Bareksa)"** beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan. Ini dibuktikan dengan pengujian Turnitin yang mencapai hasil plagiarisme sebesar 33%

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, 23 April 2024
Yang Membuat Pernyataan

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ABSTRAK

Rizky Maulana (1905253) "**Pengaruh *Perceived Enjoyment* dan *Trust* terhadap *Continuance Intention* Pada *Followers* Instagram Bareksa (Survei Pada *Followers* Akun Instagram Aplikasi Investasi Reksa Dana Bareksa)**" di bawah bimbingan Dr. Imas Purnamasari, S.Pd., M.M dan Ratu Dintha Insyani Zukhruf Firdausi Sulaksana, S. Pd., M.M

Penelitian ini bertujuan untuk memperoleh gambaran *perceived enjoyment, trust* dan *continuance intention* pada pengguna Bareksa yang mengikuti akun Instagram resmi Bareksa, serta untuk mengetahui pengaruh *perceived enjoyment* dan *trust* terhadap *continuance intention* pada pengguna aplikasi Bareksa yang mengikuti akun Instagram resmi Bareksa. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Populasi dalam penelitian ini berukuran ±157.000 followers akun Instagram resmi Bareksa, adapun sampel pada penelitian ini yakni sebanyak 400 responden dengan menggunakan teknik *simple random sampling*. Teknik analisis penelitian ini adalah analisis regresi linier berganda. Hasil temuan pada penelitian ini menemukan bahwa *perceived enjoyment* dan *trust* memiliki pengaruh positif terhadap *continuance intention*. Dari hasil tersebut. peneliti merekomendasikan agar pengguna Bareksa dapat memperhatikan aspek kenyamanan, kepuasan, dan perasaan senang terkhusus ketika berinvestasi di aplikasi investasi *online* manapun. Selain itu, para pengguna diharapkan untuk mampu memahami keandalan suatu layanan teknologi finansial agar dapat meningkatkan perasaan percaya dan yakin bahwa teknologi tersebut mampu memenuhi apa yang dijanjikan dan ditawarkan sehingga dapat terhindar dari konsekuensi negatif setelahnya.

Kata Kunci: *Perceived Enjoyment, Trust*, *Continuance Intention*, Bareksa

ABSTRACT

Rizky Maulana (1905253) "The Effect of Perceived Enjoyment and Trust on Continuance Intention on Bareksa Instagram Followers (Survey on Followers of Bareksa Mutual Fund Investment Application Instagram Account)" under the guidance of Dr. Imas Purnamasari, S.Pd., M.M and Ratu Dintha Insyani Zukhruf Firdausi Sulaksana, S. Pd., M.M.

This study aims to obtain an overview of perceived enjoyment, trust and continuance intention in Bareksa users who follow the official Bareksa Instagram account, and to determine the effect of perceived enjoyment and trust on continuance intention in Bareksa application users who follow the official Bareksa Instagram account. The type of research used is descriptive and verification. The population in this study was ± 157,000 followers of the official Bareksa Instagram account, while the sample in this study was 400 respondents using simple random sampling technique. The analysis technique of this research is multiple linear regression analysis. The findings of this study found that perceived enjoyment and trust have a positive influence on continuance intention. From these results, the researcher recommends that Bareksa users can pay attention to aspects of comfort, satisfaction, and feelings of pleasure especially when investing in any online investment application. In addition, users are expected to be able to understand the reliability of a financial technology service in order to increase feelings of trust and confidence that the technology is able to fulfil what is promised and offered so as to avoid negative consequences afterwards.

Keywords: Perceived Enjoyment, Trust, Continuance Intention, Bareksa

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