

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh analisis teknikal, analisis fundamental, dan sentimen pasar terhadap keputusan investasi *trading forex* pada YI Trade. Latar belakang penelitian ini didasarkan pada tingginya volatilitas pasar forex serta pentingnya penggunaan berbagai pendekatan analisis dalam membantu trader mengambil keputusan investasi yang tepat. Meskipun penyedia sinyal trading seperti YI Trade telah memberikan rekomendasi berbasis analisis, keputusan akhir tetap dipengaruhi oleh persepsi dan preferensi masing-masing trader. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Populasi dalam penelitian ini adalah seluruh pengguna aktif sinyal trading YI Trade, dengan teknik pengambilan sampel menggunakan purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode regresi linier berganda untuk menguji pengaruh parsial maupun simultan dari variabel independen terhadap variabel dependen.

Hasil penelitian menunjukkan bahwa analisis teknikal, analisis fundamental, dan sentimen pasar memiliki pengaruh signifikan baik secara parsial maupun simultan terhadap keputusan investasi *trading forex*. Analisis teknikal membantu dalam membaca pola dan tren harga, analisis fundamental memberikan gambaran kondisi ekonomi makro, sedangkan sentimen pasar mencerminkan persepsi dan ekspektasi pelaku pasar yang dapat memengaruhi pergerakan harga.

Penelitian ini diharapkan memberikan kontribusi teoritis dalam pengembangan ilmu manajemen keuangan, khususnya terkait perilaku pengambilan keputusan investasi, serta memberikan manfaat praktis bagi YI Trade dalam meningkatkan kualitas layanan sinyal trading. Selain itu, penelitian ini juga dapat menjadi referensi bagi trader dalam meningkatkan kualitas pengambilan keputusan investasi yang lebih rasional dan optimal.

Kata kunci: analisis teknikal, analisis fundamental, sentimen pasar, keputusan investasi, *trading forex*

ABSTRACT

This study aims to analyze the influence of technical analysis, fundamental analysis, and market sentiment on forex trading investment decisions at YI Trade. The background of this research is based on the high volatility of the forex market and the importance of using various analytical approaches to assist traders in making appropriate investment decisions. Although trading signal providers such as YI Trade offer recommendations based on analysis, the final decision remains influenced by each trader's perception and preferences. This research employs a quantitative approach with descriptive and verificative methods. The population consists of active users of YI Trade trading signals, and the sampling technique used is purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression to examine both partial and simultaneous effects of the independent variables on the dependent variable.

The results are expected to show that technical analysis, fundamental analysis, and market sentiment have significant effects, both partially and simultaneously, on forex trading investment decisions. Technical analysis assists in identifying price patterns and trends, fundamental analysis provides insights into macroeconomic conditions, while market sentiment reflects the perceptions and expectations of market participants that influence price movements.

This study is expected to contribute theoretically to the development of financial management knowledge, particularly in investment decision-making behavior, and practically provide insights for YI Trade in improving the quality of its trading signal services. In addition, this research may serve as a reference for traders in enhancing more rational and optimal investment decision-making.

Keywords: technical analysis, fundamental analysis, market sentiment, investment decisions, forex trading