

***THE EFFECT OF INVESTMENT STRATEGY AND RISK MANAGEMENT ON  
BITCOIN ONLINE TRADING IN BITCOIN INVESTORS***

**ABSTRACT**

*The purpose of this study is to determine the effect of Investment Strategy and Risk Management on Online Trading Bitcoin. This research method uses a quantitative approach with multiple regression analysis and is processed using SPSS. The source of this research uses primary data. Data collection of this study using a questionnaire. The sample of this study was 100 respondents using a non-probability sampling technique. The results of this study show that partially the Investment Strategy does not have a positive and significant effect on Bitcoin Online Trading whereas Risk Management has a positive and significant effect on Bitcoin Online Trading, Simultaneously the Investment Strategy and Risk Management have a positive and significant effect on Online Bitcoin Trading. The Effect of Investment Strategy and Risk Management is 0.132 which indicates that 13.2% of the Bitcoin Online Trading variable can be explained by the Investment Strategy and Risk Management variables. While the remaining 86.8% is influenced by other variables not observed outside the known model.*

*Keywords: Investment Strategy, Risk Management, Bitcoin Online Trading*