

ABSTRACT

Bitcoin adoption in Indonesia faces significant challenges despite its great potential as a digital currency. Data shows that despite the increasing number of Bitcoin users, Indonesia's adoption rate is still relatively low. Some of the factors that influence people's decision to adopt Bitcoin include value volatility, security risks, and the level of trust in the technology. Therefore, it is important to understand the factors that influence Bitcoin usage intentions, especially in the context of the Indonesian market.

This study aims to explore the factors that influence Bitcoin adoption intention in Indonesia, focusing on individual perceptions, financial literacy, and trust. The variables studied include perceived usefulness, perceived ease of use, perceived value, financial literacy, perceived risk, perceived security, perceived privacy, and trust. These factors were chosen because they have strong theoretical relevance in explaining individuals' decisions to adopt Bitcoin.

The method used in this study is Structural Equation Modeling (SEM) PLS, which allows to measure the relationship between variables and their impact on users' intention to adopt Bitcoin. Data was collected through a online survey to Indonesians who are aware of Bitcoin to gain further insight into the perception and level of trust in Bitcoin. This research is expected to make a significant contribution in understanding the factors that influence Bitcoin adoption intention, as well as provide recommendations that can be used to increase public trust in the use of cryptocurrencies in Indonesia.

Keywords: Bitcoin, capital market, behavioral intention, technology acceptance model, SEM-PLS.