

ABSTRAK

Skripsi dengan judul—Pengaruh Analisis Fundamental dan Analisis Teknikal Terhadap keputusan Pembelian Pasangan Mata Uang EURUSD di Market Forex ini ditulis oleh Mikhail Aryabima Santoso, NIM. 1860402221056, prodi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, dengan pembimbing/promotor Dr. Ali Mauludi AC. MA.

Kata Kunci: Analisis Fundamental, Analisis Teknikal, Keputusan Pembelian, EURUSD, Forex.

Penelitian ini bertujuan untuk menganalisis pengaruh dari analisis fundamental dan teknikal itu berpengaruh terhadap keputusan pembelian di market forex. Penelitian ini menggunakan pendekatan kuantitatif asosiatif, yang bertujuan untuk memahami pengaruh serta menjelaskan hubungan antara variabel-variabel yang terlibat dengan survei terhadap 100 trader sebagai sampel. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan bantuan perangkat lunak SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa: (1) Analisis fundamental berpengaruh positif dan signifikan terhadap keputusan pembelian di market forex; (2) Analisis teknikal berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian di market forex; (3) Analisis fundamental dan analisis teknikal berpengaruh simultan dan signifikan terhadap keputusan pembelian di market forex. Implikasi penelitian ini menegaskan bahwa analisis fundamental dan analisis teknikal sama-sama memiliki peran penting terhadap keputusan pembelian. Penelitian ini diharapkan dapat memberikan kontribusi bagi trader dalam meningkatkan kualitas pengambilan keputusan trading, serta menjadi referensi bagi penelitian selanjutnya yang berkaitan dengan pasar forex dan perilaku investasi, khususnya dalam perspektif ekonomi syariah.

ABSTRACT

This thesis entitled “The Influence of Fundamental Analysis and Technical Analysis on Purchasing Decisions of the EUR/USD Currency Pair in the Forex Market” was written by Mikhail Aryabima Santoso, Student ID 1860402221056, Department of Islamic Economics, Faculty of Islamic Economics and Business, under the supervision of Dr. Ali Mauludi AC., MA.

Keywords: Fundamental Analysis, Technical Analysis, Purchasing Decisions, EUR/USD, Forex.

This study aims to analyze the influence of fundamental analysis and technical analysis on purchasing decisions in the forex market. This research employs a quantitative associative approach, which aims to examine and explain the relationships between the variables involved. The study was conducted through a survey of 100 traders as the sample. Data were collected online questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 4.0 software.

The results of this study indicate that: (1) fundamental analysis has a positive and significant effect on purchasing decisions in the forex market; (2) technical analysis has a positive but not significant effect on purchasing decisions in the forex market; and (3) fundamental analysis and technical analysis simultaneously have a significant effect on purchasing decisions in the forex market.

The implications of this study confirm that both fundamental and technical analyses play important roles in influencing purchasing decisions. This research is expected to contribute to traders in improving the quality of their trading decisions and to serve as a reference for future research related to the forex market and investment behavior, particularly from an Islamic economics perspective.