



**DEPARTMENT OF INTERNATIONAL ACCOUNTING  
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**THESIS  
THE INFLUENCE OF SOCIAL MEDIA USAGE, OVERCONFIDENCE,  
AND INVESTMENT MOTIVATION ON MEME COIN INVESTMENT  
DECISION**

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# **THE INFLUENCE OF SOCIAL MEDIA USAGE, OVERCONFIDENCE, AND INVESTMENT MOTIVATION ON MEME COIN INVESTMENT DECISION**

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## **ABSTRACT**

**This study aims to examine the influence of social media usage, overconfidence behavior, and investment motivation on investment decisions in meme coins among young Indonesian investors. Utilizing a quantitative approach and multiple linear regression analysis, data were collected through questionnaires from 100 respondents aged 18–35 who had invested in meme coins such as Dogecoin and Shiba Inu. The findings indicate that all three factors—social media usage, overconfidence, and investment motivation—significantly influence investment decisions both partially and simultaneously. These findings emphasize the importance of behavioral aspects and digital platforms in cryptocurrency investment decision-making. The study provides insights for regulators, investors, and academics regarding risk management and the development of financial literacy in the context of speculative digital assets.**

***Keyword:* Cryptocurrency, Meme Coin, Social Media Usage, Overconfidence, Investment Motivation, Investment Decision, Behavioral Finance**