

Millennial Generation's Perception of Flexing and its Effect on Digital Asset Investment Decisions.

¹Nyoman Suadnyana Pasek,²Gusti Ayu Ketut Rencana Sari Dewi, ³Putu Arya Dharmayasa

Program Studi Akuntansi S1
Universitas Pendidikan Ganesha
Singaraja, Indonesia

e-mail: paseksuadnyana@undiksha.ac.id

Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi persepsi generasi milenial yang dalam hal ini dilakukan pada mahasiswa tentang flexing. Analisis dilanjutkan dengan mengukur pengaruh persepsi generasi milenial terhadap minat berinvestasi aset digital. Penelitian ini dilakukan pada mahasiswa Program Akuntansi Fakultas Ekonomi Undiksha. Hasil penelitian menunjukkan bahwa pengaruh Flexing dirasakan kuat dan sesuai dengan harapan siswa. Persepsi generasi milenial berpengaruh signifikan terhadap minat berinvestasi aset digital.

Kata kunci: flexing, generasi milenial, investasi

Abstract

The purpose of this study is to identify the perception of the millennial generation which in this case is carried out on students about flexing. The analysis is continued by measuring the influence of the millennial generation's perception of interest in investing in digital assets. This research was conducted on students of the Accounting Program Faculty of Economics Undiksha. The results showed that the impact of Flexing was perceived as strong and met the expectations of the students. The perception of the millennial generation has a significant effect on the interest in investing in digital assets.

Keywords: flexing, millennial generation, investment

INTRODUCTION

Today, investment is an activity that is in great demand by various groups of people. This condition is evident from the emergence of various kinds of investment instruments that can be accessed by various groups to start investing, one of which is the younger generation. However, there are still many other thoughts that consider investment to be an activity that is not easy and requires high capital (Nisa, 2017a). In fact, investments can be made as early as possible without requiring high capital. In addition, from the results of temporary observations that have been carried out by researchers, there are

several problems found, namely the lack of student understanding of investment.

The millennial generation really likes all things that are practical and easy to do so they prefer to use digital investments that are easy to reach via cellphones, secondly, millennials tend to be easily attracted to a glamorous life, this is influenced by their tendency to consumptive behavior (Kunjana, 2019) . So that they are often attracted to fake investments that offer large returns, the last characteristic is that millennials are brave to take big risks to make more sustainable investment decisions. As explained earlier, that millennials like investments that have large

returns, it cannot be denied that the risk to be accepted is also high (Onasie & Widodoatmodjo, 2020).

However, the reality is the result of the case carried out by Indra Kenz, namely Indra Kenz committing investment fraud in binary options trading through the Binomo application (DetikNews, 2022). This application is an online gambling application under the guise of a trading application, Indra Kenz invites victims to trade on the Binomo trading application by making several YouTube videos that can attract public interest. With this case, many people are reluctant to invest. People are afraid that the investment instruments used are fraudulent, and cause the money invested to be lost. The case of Indra Kenz occurred due to the lack of public understanding about cryptocurrency investment. Furthermore, to increase interest in investing, it is necessary to have knowledge about these investments. Knowledge of investment will help someone in making decisions in investing. Basic knowledge about investment is very important for potential investors to know (Marlin, 2020). This is intended to prevent investors from irrational investment practices (gambling), a culture of bandwagon, fraud, and the risk of loss. In line with the Theory of Planned Behavior or Reasoned Action (Ajzen, 1980), an understanding of the investment will cause a change in behavior as a result of individual experiences in interactions in their environment involving cognitive, affective and psychomotor (Klaudia et al., 2018)

Flexing is a slang word or slang word from America which means like to show off. By definition flexing is boasting by showing off luxury or wealth. Today we meet both real and virtual people who do personal branding (self-image) by showing off luxury. In fact this is a successful way of attracting public attention for both satisfaction and personal gain. Recently, there was a flexing phenomenon that had gone viral, which was carried out by Simon Hayut or a person who claimed to be Simon Leviev and pretended to be a billionaire. Simon tricked victims through the dating app Tinder by posting lavish

photos to lure girls in. After getting women's attention, he then asks for expensive dates by taking private jets, having dinner, and staying at luxury hotels.

Once the victim was deceived by Simon, he began to carry out fraudulent actions by borrowing the victim's money under the pretext of avoiding his business enemies. With the loan money, Simon finances his luxurious and extravagant life to find his next victim. This is also known as a ponzi scheme. Quoted from OCBCNISP, the definition of a ponzi scheme is a fraudulent investment method or mode of money from the fraudster himself or the next investor to the previous investor. The phenomenon of fraud under the guise of flexing is currently happening in the community. Many influencers invite their followers to invest while showing off their wealth.

This flexing phenomenon made the Professor of the Faculty of Economics, University of Indonesia (UI), Rhenald Kasali, speak up. Rhenald explained, flexing is defined for those who are fond of showing off their wealth, not the real rich. Flexing is usually used as a marketing tool to attract investors which leads to fraud. "Therefore, often when you want to invest, you have to do it gradually, because fraudsters are very good at influencing other people. And this fraud is rife during the pandemic because we spend a lot of time at home," he said. During a pandemic, people who have lost a lot of work, or who cannot work, must be able to find alternatives. The alternative is to be in front of the computer and see how interesting it is to earn a lot of money. This moment is used by fraudsters under the guise of flexing to reap profits in the realm of investment. Reynaldi, advised that it is very important to know well in the long term regarding investment.

Students are potential investors who are still not well established in terms of finance, because most students have not been able to make their own money. The factor of the minimum amount of investment capital to be able to start

investing in the capital market is of course an important consideration for students (Dewi et al., 2018). Minimum investment capital also affects investment interest in the capital market, because this involves the estimation of funds, availability of funds, benefits, risks and expected expectations (Purboyo et al., 2019).

The results of research conducted by Listyani et al., (2019) showed that initial capital had a positive effect on investment interest. Meanwhile, research conducted by Klaudia et al., (2018) shows that initial capital has no effect on investment interest. The results of research conducted by Salma (2019) show that return expectations have a positive effect on investment interest. This is in line with the research of Witakusuma et al., (2018) which states that return expectations have a positive effect on investment interest. Meanwhile, research conducted by Marlin (2020) shows that return expectations have no effect on investment interest.

Based on the background above, it can be concluded that flexing has a big impact on being able to influence investment because with the lure of getting quick profits and real results shown by influencers who use flexing as their marketing strategy to attract interest, especially the millennial generation.

LITERATURE REVIEW (QUALITATIVE)

Theory of Planned Behavior

This theory was originally called The Theory of Reasoned Action (TRA) which has been developed since 1976, then the theory continues to be developed until now known as The Theory of Planned Behavior (TPB) which can explain the relationship between attitudes and one's behavior. The Theory of Reasoned Action (TRA) is based on the assumption that humans are rational beings and use the information that is possible for them, systematically. According to Risnaningsih (2017) the theory of reasoned action (TRA) is based on the assumption that humans behave in a conscious way considering the available information and

also considering the implications of the actions taken. People will think about the consequences of their actions before deciding to do it or not.

Investment Understanding

A person's interest can grow as a result of being given the opportunity for that person to learn about what he wants. In line with the Theory of Planned Behavior (Ajzen, 2005), an understanding of the investment will cause a change in behavior as a result of the individual's experience in interacting with the environment involving cognitive, affective and psychomotor. An understanding of investment is a form of learning for an individual involved which will then generate interest for that individual. Investment education is a perception of knowledge or knowledge that has been given, either to students through the University or from external parties regarding investment in the capital market (Hermanto, 2017).

Investation

Investment is a number of funds or other resources made at this time, with the aim of obtaining a number of benefits in the future (Tandelilin: 2000). Or it can also be defined as delaying current consumption to be used in efficient production for a certain period of time in the hope of providing income or profit (Hartono: 2000).

Digital Assets

Understanding Digital Assets is briefly data that exists in the form of binary files, these assets can be seen as tangible goods that we often claim ownership of and control over their value. Digital Assets are stored on digital devices such as computers and smartphones. A digital asset is something that has value and can be owned but does not have a distinctive physical form. For example : digital currency.

Flexing

Flexing is a slang word or slang word from America which means like to show off. By definition flexing is boasting by showing

off luxury or wealth. Today we meet both real and virtual people who do personal branding (self-image) by showing off luxury. In fact this is a successful way of attracting public attention for both satisfaction and personal gain.

Perception

Mulyana (2010), suggests several principles of perception as follows:

1. Perception based on observation, namely human perception of a person, object or event and their reaction to those things based on their past experiences and learnings related to people, objects and similar events.
2. Perception is selective, that is, every human being often gets sensory stimulation at once, for that it is necessary to be selective from important stimuli, therefore attention to a stimulus is the main factor determining our selectivity for these stimuli.
3. Perception is conjectural, that is, perception is conjectural because the data obtained about the object through sensing is never complete. Perception is a direct jump to conclusions.
4. Perception is evaluative, that is, the perception of evaluative nature means that sometimes people interpret the message as a process of truth, but sometimes our senses and perceptions deceive us, so we also doubt how close our perception is to the actual reality. For this reason, in achieving a level of truth, careful evaluations are needed.
5. Perception is contextual, that is, contextual perception is the strongest influence in perceiving an object. The context that surrounds us when we see a person, an object or an event greatly affects the cognitive structure, the principle expectations are: similarity or closeness and completeness and

tend to perceive a stimulus or event consisting of its structure and background.

METHOD

This research is a field research, namely research conducted in the field in the real world. This data was taken by conducting a direct survey sourced from students of the Accounting Program Study ,Economic Faculty , Universitas Pendidikan Ganesha , the data was obtained by distributing questionnaires. The technique for sampling is purposive sampling, in which the sampling process is limited to referring to specific groups. The sample taken or determined in the research uses the Slovin formula, which is 91 respondents from Accounting Program Study ,Economic Faculty , Universitas Pendidikan Ganesha.

In addition to field research, it is also supported by library research which aims to collect data or information with the help of materials, for example: books, notes, newspapers, documents, and other references related to investment interests.

This research is a combination research (mixed methodology). Mixed Method is a method that combines qualitative and quantitative approaches in terms of methodology (as in the data collection stage), and mixed model studies combine the two approaches in all stages of the research process. The researcher uses a combination research method of discovery sequence model quantitative and qualitative analysis (Sequential Explanatory Design).

RESULTS AND DISCUSSION

To measure the level of student perceptions in groups, a recapitulation of the frequency distribution of the answers of 91 respondents will be displayed and described using a Likert scale score. Then based on these scores, interpretation categorization is carried out. Riduwan (2007) categorizes the interpretation of scores into five levels as listed in table 1.

Table 1.
Categorization of Score Interpretation

Score	Categorization of Score Interpretation
0% - 20%	Very Weak
21% - 40%	Weak
41% - 60%	Enough
61% - 80%	Strong
81% - 100%	Very Strong

Source : Ridwan (2007)

Student Perceptions About the Impact of Flexing

The first thing to analyze is the students' perception of the definition of flexing. This is usually the main important point before someone makes a transaction. A person will transact after having confidence in the place, especially if he knows for sure the definition first Table 1 shows that the majority of respondents answered well

(54.9%) about the definition of flexing. Some of the other respondents answered very well (12%), while the rest answered normal (27.4%) and bad (5.4%). Likert Scale Score: $340 / (5 \times 91) = 0.747$. Obtained a Likert scale score of 0.747 or 74.7%. This can be interpreted that the respondent's perception of the definition of flexing.

Table 1

Frequency Distribution of Respondents' Answers About the definition of Flexing

Answer	Frekuensi	Percentage	Score	Amount
Worst	0	0.0 %	1	0
Bad	5	5,4 %	2	10
Normal	25	27,4 %	3	75
Well	50	54,9 %	4	200
Very well	11	12 %	5	55
Total	91	100%		340

Source: Primary Data Processed, 2022

Table 2 shows the data that the majority of respondents answered Easy (43.9%) about the ease of getting information about flexing. Some of the other respondents even answered very easily (20%). Others answered normal (32%)

and Not Easy (1.09%). Likert Scale Score: $312 / (5 \times 91) = 0.685$. Obtained a Likert scale score of 0.685 or 68%. This can be interpreted that the respondents agreed to have a very strong perception of the ease of finding information about flexing .

Table 2
Frequency Distribution of Respondents' Answers About Ease of Getting Flexing Information

Jawaban	Frekuensi	Percentage	Score	Jumlah
Very Dificult	0	0.0%	1	0
Not Easy	1	1,09 %	2	2
Normal	30	32 %	3	90
Easy	40	43,9 %	4	120
Very Easy	20	21,9 %	5	100
Total	91	100%		312

Source: Primary Data Processed, 2022

In table 3 it is shown that the detailed information regarding flexing is perceived as complete by 43% of respondents. 16.4% of respondents said it was very complete, 32% of other respondents said it was normal and 6.5% of respondents

said it was incomplete. Likert Scale Score: $337 / (5 \times 91) = 0.740$ Obtained a Likert scale score of 0.740 or 70.4%. This can be interpreted that detailed information regarding flexing is strongly perceived by the majority of respondents

Table 3.
Frequency Distribution of Respondents' Answers About Flexing information details

Answer	Frekuensi	Percentage	Score	Amount
Very Incomplete	0	0.0%	1	0
Incomplete	6	6.5%	2	12
Normal	30	32 %	3	90
Complete	40	43 %	4	160
Very Complete	15	16,4 %	5	75
Total	91	100%		337

Source: Primary Data Processed, 2022

Table 4 shows a Likert scale score of 0.784 or 78.4%. Likert Scale Score: $357 / (5 \times 91) = 0.784$ The score was obtained from the calculation of respondents' answers which stated that it was easy (65.9%), very easy (16.4%), normal

(10.9%) and not easy (6.5%) when asked for their perception of understanding the impact of flexing. This can be interpreted that the understanding of the impact of flexing is strongly perceived by the majority of respondents

Table 4
Frequency Distribution of Respondents' Answers About Understanding the impact of flexing

Answer	Frekuensi	Percentage	Score	Amount
Very Dificult	0	0.0%	1	0
Not Easy	6	6,5 %	2	12
Normal	10	10,98 %	3	30
Easy	60	65,9 %	4	240
Very Easy	15	16,4 %	5	75
Total	91	100%		357

Source: Primary Data Processed, 2022

Table 5 shows a Likert scale score of 0.753 or 75.3%. Likert Scale Score: $343 / (5 \times 91) = 0.753$ The score was obtained from the calculation of respondents' answers, the majority of whom stated that it was easy (54.9%), very easy (13.1%), ordinary (27.4%) and not easy (4.3%)

when asked about the ease of understanding the phenomenon of flex . Thus, it can be interpreted that respondents have a strong perception of the ease of understanding the phenomenon of flexing

Table 5
Frequency Distribution of Respondents' Answers About Ease in understanding the phenomenon of flexing

Jawaban	Frekuensi	Prosentase	Score	Amount
Sangat Tidak Mudah	0	0.0%	1	0
Tidak Mudah	4	4,3 %	2	8
Biasa	25	27,4 %	3	75
Mudah	50	54,9 %	4	200
Sangat Mudah	12	13,1 %	5	60
Total	91	100%		343

Source: Primary Data Processed, 2022

The Influence of Student Perception on Interest in Investing in Digital Assets

The next analysis is to analyze how students perceive the impact of flexing and

its effect on interest in investing in digital assets.

Table 6.
Results of Regression Analysis of Student Perceptions and Interest in Investing

Keterangan	Koefisien	Signifikansi
R	0,272	
R Square	0,068	
Adjusted R Square	0,037	
Fhitung	2,043	0,05

a. *Dependent Variable: Interest in investing in digital assets*
 b. Predictors: (Constant), Response Speed / response to Questions, definition of flexing, ease of information, detailed information on flexing, understanding the impact of flexing, understanding the phenomenon of flexing

Based on the results of the regression analysis as listed in Table 6, the R (Regression) value is 0.272. This shows that student perceptions have a positive effect of 0.272 on interest in investing. Five factors of student perception of flexing simultaneously and significantly affect interest in investing in digital assets with an F-Calculation value of 2.043 and a significance value of 0.05.

The value of R Square of 0.069 and Adjusted R Square of 0.037 indicates that the variability of Student Interest in Investment can be explained together by 6.9% by the variable of student perception. The remaining 93.1% is influenced by other factors that are not included in this research model

CONCLUSION, IMPLICATION AND LIMITATION

Some of the conclusions of this research are as follows:

1. The impact of flexing is perceived as strong in influencing student decisions in investing in digital assets because of the definition of flexing, understanding, detailed information and the phenomenon of flexing. This means that students will consider the flexing factor in making

decisions in investing mainly in digital assets

2. There are five factors in student perception regarding the impact of flexing together (simultaneously) having a positive and significant effect on interest in investing in digital assets.

REFERENCES

- Darmadji T., dan Fakhruddin, H. M. (2015). *Pasar Modal di Indonesia*. Jakarta: Salemba Empat.
- Effendy, M., Surya, T.M. and Mubarak, M.M., 2009. Pengaruh Struktur Modal Terhadap Resiko Keuangan Perusahaan. *Jurnal Ilmiah Kesatuan (JIK)*, 11(1).
- Komang Luh, I Putu Mega. (2015). Kemampuan Pelatihan Pasar Modal Memoderasi Pengaruh Pengetahuan Investasi Dan Penghasilan Pada Minat Berinvestasi Mahasiswa. *Jurnal Ilmiah Akuntansi dan Bisnis*, Vol. 10, No. 2, Juli 2015.
- Halim, Abdul. (2015). *Analisis Investasi di Aset Keuangan*. Jakarta: Penerbit Salemba Empat
- Hermanto. (2017). Perilaku Mahasiswa Ekonomi di Universitas Esa Unggul Dalam Melakukan Investasi Di Pasar Modal. *Jurnal Ekonomi*, Volume 8, Nomor 2, Mei 2017.

Mulyana, Deddy. 2010. *Ilmu Komunikasi : Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya

Mulyana, M., Hidayat, L. and Puspitasari, R., 2019. Mengukur Pengetahuan Investasi Para Mahasiswa Untuk Pengembangan Galeri Investasi Perguruan Tinggi. *JAS-PT Jurnal Analisis Sistem Pendidikan Tinggi*, 3(1), pp.31-52.

Purba, J. H. V., et. al (2019). Prediction Model in Medical Science and Health Care. *International Journal of Engineering and Advanced Technology*, 8(6S3), pp.815-818.

Riduwan 2007. *Skala Pengukuran Variabel-variabel Penelitian*. Bandung: Afabeth. Situmorang, M., Andreas, & Natariasari, R. (2014). Pengaruh Motivasi Terhadap Minat

Berinvestasi Di Pasar Modal Dengan Pemahaman Investasi Dan Usia Sebagai Variabel Moderat. *JOM FEKON*, 1.

Sugianto, D. (2017). Investor Aktif Pasar Modal Kini Didominasi Anak Muda. <https://finance.detik.com/bursa-dan-valas/d-3426387/investor-aktif-pasar-modal-kini-didominasi-anak-muda> (diakses pada 26 Agustus 2019 13:05 WIB)