

ABSTRAK

Reessa Stella Listiana Ary. 2024. Implementasi *Risk, Money Management*, dan Strategi Investasi Terhadap *Value Added Investor* Dengan *Forex Trading* sebagai Variabel Intervening di PT. Monex Investindo Futures Cabang Surabaya. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Liliek Nur Sulistiyowati, S.E., M.M. Pembimbing (II) Ahmad Nur Aziz, S. Pd., M. Ak

Investasi merupakan penempatan uang atau dana dengan harapan untuk memperoleh tambahan atau keuntungan tertentu. Di Indonesia, investasi khususnya dalam bentuk perdagangan berjangka seperti *forex trading* telah menjadi topik yang menarik perhatian. Penelitian ini bertujuan untuk mengetahui Implementasi *Risk, Money Management*, dan Strategi Investasi Terhadap *Value Added Investor* Dengan *Forex Trading* Sebagai Variabel Intervening Di PT. *Monex Investindo Futures* Cabang Surabaya. Metode penelitian menggunakan penelitian kuantitatif. Populasi dalam penelitian ini adalah investor *forex* pada PT. *Monex Investindo Futures* Cabang Surabaya. Sampel yang digunakan 384 responden, dengan teknik analisis SmartPLS versi 4. Teknik pengambilan sampel menggunakan *purposive sampling*. Sumber data berupa kuesioner, wawancara, dan dokumentasi. Berdasarkan hasil pengujian, semua hipotesis dalam penelitian ini diterima yang menunjukkan bahwa *risk, money management*, dan strategi investasi memiliki pengaruh signifikan terhadap *forex trading* dan *value added investor*. Hal ini menunjukkan pentingnya ketiga faktor tersebut dalam memaksimalkan keuntungan dan mengurangi risiko kerugian. Temuan ini memberikan kontribusi penting bagi literatur tentang investasi *forex*, serta menawarkan panduan praktis bagi investor dalam pengelolaan investasi di *market forex*.

Kata Kunci : *Risk, Money Management*, Strategi Investasi, *Value Added Investor*, *Forex Trading*

ABSTACT

Reessa Stella Listiana Ary. 2024. *The Implementation of Risk, Money Management, and Investment Strategy towards Value Added Investors with Forex Trading as an Intervening Variable at PT. Monex Investindo Futures Surabaya Branch Office. Management Studies Program, Faculty of Economics and Business, PGRI University of Madiun. Advisor (1) Dr. Liliek Nur Sulistiyowati, S.E., M.M. (II) Ahmad Nur Aziz, S. Pd., M. Ak*

Investment is the placement of money or funds with the hope of obtaining additional or certain benefits. In Indonesia, investment, especially in the form of futures trading such as forex trading, has become an interesting topic. This study aimed to determine the Implementation of Risk, Money Management, and Investment Strategy towards Value Added Investors with Forex Trading as an Intervening Variable at PT. Monex Investindo Futures Surabaya Branch Office. The research method used quantitative. The population in this study was forex investors at PT. Monex Investindo Futures Surabaya branch office. The sample used was 384 respondents, with the SmartPLS version 4 analysis techniques. The sampling technique used purposive sampling. Data sources were questionnaires, interviews, and documentation. Based on the test results, all hypotheses in this study were accepted, indicating that risk, money management, and investment strategy have a significant influence towards forex trading and value added investors. It shows the importance of these three factors in maximizing profits and reducing the risk of loss. These findings provide important contributions to the literature towards forex investment, as well as offering practical guidance for investors in managing investments in the forex market.

Keywords: Risk, Money Management, Investment Strategy, Value Added Investor, Forex Trading.