CHAPTER II

OVERVIEW OF RESEARCH AND RESPONDENT'S

This chapter will explain the overview of the Bibit investment application. As well as explaining the identification of respondents who became samples in this study including domicile, age, gender, occupation and income.

2.1 Bibit Application Profile

Bibit is a financial technology company owned by PT Bibit Tumbuh Bersama that trades mutual fund investment products. As a marketplace, Bibit App has been officially licensed and supervised by OJK since the end of 2018. Bibit is part of the investment startup Stockbit, which was established in 2013. Fintech start-up Bibit is the company with the highest number of mutual fund investors in Indonesia as of June 2023. Based on data from the KSEI quoted on Monday (24/7/2023), Bibit has become the 'home' for 4,638,938 mutual fund investors. The Bibit application allows people to carry out investment transactions anywhere and anytime.

As a fintech investment platform, the Bibit app provides users, especially millennials, with the opportunity to invest in financial instruments such as stocks, bonds, and other money markets using their funds. Bibit presents an easy and secure investment solution, enabling users, especially those who are just starting to invest, to plan, select, and conduct mutual fund transactions more simply through features such as Robo Advisor, Goal Setting, and Auto Debit. Through this service, Bibit

strives to provide a good investment experience and make it easier for users to manage their investment portfolio.

2.1.1 Bibit Products

Bibit provides various types of mutual funds that investors can choose from, including :

1. Mutual Fund: This instrument is a platform used to collect funds from the investor community to be invested in securities portfolios by investment managers. These funds are suitable for investor want to invest with low risk and high liquidity.

2. SBN : Surat Berharga Negara Ritel (SBN Retail) are state budget financing instruments in the form of investment products that can be purchased by Indonesian citizens. Products that include this tradable group include Retail Government Bonds (ORI) and Sukuk Retail (SR). This fund is suitable for low risk investors do not expect high liquidity.

3. Obligasi FR : These instrument bonds issued by the Government within a certain period of time with a fixed coupon. This fund is suitable for low risk profile investors with low risk and long term investment.

4. Stable Earn: These instrument is short-term investment product with a straight and stable return chart when held to the due date. This fund is an investment alternative for investors want a stable return in the short term.

5. Stocks : This instrument is investment at listed company on the stock exchange. This fund is suitable for high risk demand investor and high profit potential.

2.1.2 Bibit Application Features

Bibit is a mutual fund investment application that offers different features compared to other mutual fund investment applications that users can feel so that it supports the perception of e-service quality and provides online customer reviews for potential users to assess. Perceive the e-service quality offered by bibit giving rise of behavior to interest in making a purchase, including :

1. Easy and Cheap Investment

    Buying mutual fund investments at Bibit is made easier by its user-friendly interface and screening features. In addition, all mutual fund buying and selling transactions are free of commission.

2. Good Customer Support

    Bibit provides customer support that is ready to help potential investors if they encounter any problems when registering or starting an investment at Bibit.

3. Complete Investment Supporting Data

    Bibit provides complete investment supporting data, making it easier for investors to choose mutual funds that match their risk profile.

4. Robo Advisor

    Robo Advisor is Bibit's technology that helps to automatically design an optimal investment portfolio based on the investor's age, risk profile and life goals. Bibit uses Robo Advisor technology to help investors choose mutual fund products that match one's risk profile. This technology allows investors to design an optimal investment portfolio automatically..

2.1.3 Social Media and Bibit Company Locations

Instagram   :   @bibit.id

Twitter   :   @bibitid

Website   :   https://bibit.id.com

Address   :   Menara Standard Chartered Lantai 35, Jalan Prof. Dr. Satrio

                 No.   164 Jakarta Selatan 12930.

2.2 Respondent Identity

In this study, the number of respondents was 100 respondents, which were users of the Bibit application who had the intention of purchasing mutual funds in the application. Respondent identity includes age, gender, and place of residence.

2.2.1 Age of Respondent

CNBC Indonesia notes that around 75% of investors in Indonesia are dominated by the majority of 18-35 years old. So that in this study will use the age range of 18-35 years in order to get optimal answers related to the topic to be studied. Based on questionnaire data, the age of respondents is divided into 3 ranges, namely 18 - 23 years, 24 - 29 years and 30 - 35 years.

Tabel 2.1 Age of Respondent

No	Age (Years)	Total	Percentage
1.	18 - 23 years	22	22%
2.	24 - 29 years	67	67%
3.	30 - 35 years	11	11%
	Total	100	100%

Source: Processed Primary Data, 2024

From these results it can be concluded that respondents with an age range of 18-23 years occupy the first position with a percentage of 22%. Then followed by respondents aged 24-29 years with a percentage of 67%. And in the last position are respondents aged 30-35 years with a percentage of 11%.

2.2.2 Gender

Gender distribution of respondents explained in this sub-section, to find out preferences and attitudes toward investing in Bibit application between gender groups. This understanding gives a broader view of a factor that may affect investment dynamics among men and women.

Tabel 2. 2 Gender of Respondents

No	Gender	Total	Percentage
1.	Man	34	34%
2.	Woman	66	66%
	Total	100	100%

Source: Processed Primary Data, 2024

Based on the data obtained from respondents, it shows that the majority of respondents are dominated by women, namely with a percentage of 66%. Followed by male respondents with a percentage of 34%. So it can be concluded that the majority of prospective Bibit customers who are still considering perceived e service quality and online customer reviews to further generate their purchase intentions for mutual funds are female.

2.2.3 Respondent's Job Type

This sub-section examines the distribution of respondents by type of employment to better understand the respondents' employment backgrounds that

shape investment behavior in the Bibit application. By understanding the respondents' job types, differences in financial approach and comfort level of investing among various job groups can be identified. In this study, the respondents' job types are as follows:

Tabel 2.3 Respondent's Job Type

No	Job Type	Total	Percentage
1.	College Students	22	22%
2.	Government Employees	5	5%
3.	Private Employees	72	72%
4.	UI/UX Designer	1	1%
	Total	100	100%

Source: Processed Primary Data, 2024

The data shows that the respondents in this study were dominated by private employees, namely with a percentage of 72%. Then there are 22% of respondents as college students, 5% working as government employees. Last, there are 1% of UI/UX Designer workers.

2.2.4 Respondent's Income

Income is a key factor in determining one's financial capability and can be a strong indicator in understanding investment policy. By exploring this information, dynamics of respondents' financial decisions can be identified.

Tabel 2.4 Respondent's Income

No	Respondent's Income	Total	Percentage
1.	≤ 2.500.000	17	17%
2.	> 2.500.000 - 5.000.000	19	19%
3.	> 5.000.000 - 10.000.000	20	20%
4.	> 10.000.000	44	44%
	Total	100	100%

Source: Processed Primary Data, 2024

These results show that respondents with income >10.000.000 have the largest percentage,   amounted 44%. Furthermore, respondents with income >5.000.000 - 10.000.000 with a percentage of 20%. Then, respondents with income >2,500.000 - 5.000.000 have a percentage of 19%. Finally, respondents with an income of ≤2.500.000 amounted to 17%. This figure indicates that a person's decision to invest is largely determined by the amount of income they have because the largest percentage of Bibit application users are respondents with middle income levels >10.000.000.