SUMMARY

This research is entitled **"The Influence of Number of Bitcoin Transactions, Trading Volume, Bitcoin Attractiveness, Dow Jones Industrial Average, Crude Oil Price, Gold Price, and Exchange Rate on Bitcoin Price."** This study aimed to determine the effect of the number of bitcoin transactions, trading volume, bitcoin attractiveness, dow jones industrial average, crude oil price, gold price, and exchange rate on bitcoin price both in the long and short term. The method used in this research is the Error Correction Model. Data collection was taken on the websites www.blockchain.info, www.investing.com, and www.googletrends.com. The population in the study started from 2013 to 2020. The sampling technique used purposive sampling, with the final result being eight samples.

The results of research and data analysis explain that in the long term, almost all variables have an effect. But, the crude oil price variable has no effect on bitcoin prices in the long term. While in the short term, the influencing variables are bitcoin attractiveness and dow jones industrial average.

Based on the results of this study, the implication is that in the long term, both internal and external factors, such as the macroeconomy, have a considerable influence on the bitcoin price. Decentralized Bitcoin makes all people like bitcoin. Furthermore, bitcoin prices which have very high fluctuations, make investors interested in investing in the long term.

Keyword: Cryptocurrency, Bitcoin Price, Number of Bitcoin Transaction, Trading Volume, Bitcoin Attractiveness, Error Correction Model.