

ABSTRAK

**“PENGARUH IKLAN JUDI *ONLINE*, KEMUDAHAN AKSES JUDI *ONLINE*,
DAN KEMUDAHAN PINJAMAN *ONLINE* TERHADAP JUMLAH
NOMINAL TRANSAKSI JUDI *ONLINE* PADA MAHASISWA FKIP DI
UNIVERSITAS SANATA DHARMA”**

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Penelitian ini bertujuan untuk menganalisis pengaruh iklan judi *online*, kemudahan akses, dan kemudahan pinjaman *online* terhadap jumlah nominal transaksi judi *online* pada mahasiswa FKIP Universitas Sanata Dharma. Latar belakangnya adalah maraknya promosi digital dan kemajuan teknologi finansial yang mendorong meningkatnya keterlibatan mahasiswa dalam praktik judi daring.

Penelitian ini menggunakan pendekatan kuantitatif kausal-eksplanatori. Populasi penelitian adalah mahasiswa Universitas Sanata Dharma yang pernah terlibat dalam aktivitas judi *online*. Penarikan sampel menggunakan teknik *snowball sampling* dengan 46 responden. Kajian ini menggunakan kerangka teori *Technology Acceptance Model* (TAM) dan *Theory of Planned Behavior* (TPB) untuk memahami perilaku digital mahasiswa. Data dikumpulkan melalui survei kuesioner kepada mahasiswa yang pernah melakukan transaksi judi *online* dan dianalisis dengan teknik regresi linier berganda.

Hasil analisis menunjukkan bahwa variabel iklan judi *online*, kemudahan akses judi *online*, dan kemudahan pinjaman *online* dapat menjadi prediktor yang kuat terhadap jumlah nominal transaksi judi *online*. Namun, ketiga variabel independen menunjukkan pengaruh negatif terhadap jumlah nominal transaksi. Temuan ini menunjukkan bahwa iklan judi *online* dan kemudahan akses judi *online* hanya memicu awal perilaku berjudi, bukan faktor peningkat jumlah nominal transaksi yang berkelanjutan.

Kata kunci: jumlah nominal transaksi judi *online*, iklan judi *online*, kemudahan akses judi *online*, kemudahan pinjaman *online*.

ABSTRACT

"THE EFFECT OF ONLINE GAMBLING ADVERTISING, EASY ONLINE GAMBLING ACCESS, AND EASY ONLINE LOANS ON THE NOMINAL AMOUNT OF ONLINE GAMBLING TRANSACTIONS AMONG FKIP STUDENTS AT SANATA DHARMA UNIVERSITY"

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This study aims to analyze the influence of online gambling advertising, ease of access, and ease of online loans on the nominal value of online gambling transactions among students of the Faculty of Teacher Training and Education at Sanata Dharma University. The background is the prevalence of digital promotions and advances in financial technology, which have driven increased student involvement in online gambling practices.

This study used a quantitative causal-explanatory approach. The study population was Sanata Dharma University students who had previously engaged in online gambling. Sampling was conducted using a snowball sampling technique with 46 respondents. This study utilized the theoretical frameworks of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to understand students' digital behavior. Data were collected through a questionnaire survey of students who had previously engaged in online gambling and analyzed using multiple linear regression.

The analysis showed that online gambling advertising, ease of access, and ease of online loans were strong predictors of the nominal value of online gambling transactions. However, all three independent variables showed a negative effect on the nominal value of transactions. These findings suggest that online gambling advertising and ease of access only trigger the initial gambling behavior, not factors that increase the nominal value of ongoing transactions.

Keywords: *nominal value of online gambling transactions, online gambling advertising, ease of access to online gambling, ease of online loans.*