***ABSTRACT***

***EFFECT OF GOLD PRICES ON INTEREST OF CUSTOMERS INVESTING USING SAVING PRODUCTS GOLD IN PT. PEGADAIAN (PERSERO)***

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*The objective of the research is to determine the effect of gold prices on the interests of investing customers using gold savings products at PT. Pegadaian (Persero) Kantor Cabang Lubuk Pakam. The data analysis technique used in this study is descriptive and quantitative. The sample in this study was purposive sampling which amounted to 50 customers. The Correlation Coefficient test results obtained rxy value of 0.760, meaning that the price of gold has a positive and strong influence on the interest of investing customers using gold savings products. And to find out how much influence the gold price has on the interest of investing customers using gold savings products at PT. Pegadaian (Persero) Kantor Cabang Lubuk Pakam Kantor uses a determination test (R2). The results of this study obtained a regression equation Y = 12.155 + 0.759 X, where the price of gold has a significant effect on the variable interest in investing customers using gold savings products. The determinant coefficient (R2) is obtained at 0.578 or 57.8%, which means that the price of gold affects the interest of investing customers using gold savings products at PT. Pegadaian (Persero) Kantor Cabang Lubuk Pakam . Knowing whether or not the hypothesis is accepted in this study, used the t (partial) test obtained from the gold price (X) having a t count of 8.105> t table 2.011. Threefore Ha is accepted because of t count > t table. Therefore, it can be concluded that the price of gold or the independent variable partially has a significant effect on the interest of investing customers using gold savings products or dependent variables.*

***Keywords: Gold Prices, Interest in Investing, Customers.***