

## **ABSTRACT**

*Cryptocurrency is a digital asset that uses Cryptocurrency to encrypt transactions and monitor the production of additional currency units as a medium of exchange. Cryptocurrency carries high risks due to its investment nature, which has a linear relationship and extreme volatility. This investment involves putting money or capital with the aim of gaining profits in the future. The objective of this research is to examine the influence of Variance, Volume, alpha, and Beta on Cryptocurrency price changes.*

*In this study, the author employs a quantitative method, using data collected from Coin Market Cap as the research sample. There are 5 types of Cryptocurrency samples taken from the period 2016 to 2023. Descriptive statistics and logistic regression are used for the analysis. The findings of this research reveal a significant positive influence of variance on price, while volume do not have a significant impact on price. However, beta and alpha shows a significant negative effect on price. These research results can be used as considerations for investors when making Cryptocurrency investments.*

**Keywords:** *Variance, Volume, Alpha, Beta, Cryptocurrency.*