

ABSTRACT

The objective of this research is to understand the factors that driving millennials intention to invest at Indonesia Stock Exchange. A questionnaire has been distributed to 103 Indonesian millennials. Those data analyzed with exploratory factor analysis. The validity and reliability tests are the correlation test, KMO and Bartlett's test, MSA test, and communalities test. After pass validity and reliability tests, then the data assessed with factor analysis This research found there are five factors that drive millennials intention to invest in the stock. The first factor consists of eight questions (INFOLI1, INFOLI2, INFOLI5, INFOLI6, RISK1, RETURN1, RETURN2, IM1) that called with information literacy. The second factor consists of six questions (PRICE1, TECH1, TECH2, ISSUER1, ISSUER2, ISSUER3) that called with investment decision making. The third factor consists of five questions (INFOLI7, SOCIAL1, SOCIAL2, SOCIAL3, SOCIAL4) that called with social influence. The fourth factor consists of five questions (RISK2, IM2, IM3, IM4, TECH3) that called with security and risk. The fifth factor consists of five questions (INFOLI3, INFOLI4) that called with information accessibility.

Keyword: Millennials, investment, stock investment, driver, determinant, Indonesia Stock Exchange.