

Abstract

Digital assets have tremendously grown in the last decade, and it is essential to understand how young investors ultimately enter these assets. The study aims to investigate the influence of self-efficacy, financial literacy, and risk preferences on cryptocurrency investment intentions. The sample was Millennials and Generation Z in Jakarta. The data was collected through a survey, and the analysis method is the structural equation model (SEM). The findings indicate that financial literacy and self-efficacy have a positive impact on investment in cryptocurrencies. Additionally, risk preferences can hinder investing in cryptocurrencies. It implies that individuals who perceive themselves as highly confident in financial matters and have a better understanding of cryptocurrency instruments are more likely to invest in cryptocurrencies. Also, the young generation, concerned about risk, might not be interested in cryptocurrency assets. Thus, self-efficacy, financial literacy, and risk preference may still play a role in young investors' behaviour to invest in cryptocurrency.

Keyword: Behavioural Finance, Cryptocurrency Investment, Investment Intention

PREFACE