

ABSTRACT

The purpose of this study is to examine the influence of risk preference, stock market literacy and financial self-efficacy to Palembang economics colleger's intention to investing in stocks. Population in this study is all of economics collegers in Palembang, and the sample in this study is economics collegers from Universitas Katolik Musi Charitas, Sekolah Tinggi Ilmu Ekonomi Multi Data Palembang, Universitas Sriwijaya, Politeknik Negeri Sriwijaya and Universitas Muhammadiyah Palembang with 130 respondents. This study use multiple regression analysis to know the effect of risk preference, stock market literacy and financial self-efficacy on intention to investing in stocks. The result showed that risk preference, stock market literacy and financial self-efficacy have positive and significant affect on intention to investing in stocks.

Keywords: risk preference, stock market literacy, financial self-efficacy, intention