ABSTRACT

Crypto fintech in Indonesia is growing rapidly and increasing significantly. The Indonesian government also provides support by issuing strict rules and regulations for Fintech services, especially crypto in Indonesia and the occurrence of banking divisions in several countries. This situation illustrates the possibility that the banking industry will be replaced by Fintech services, especially crypto Fintech. To prevent this, the banking industry in Indonesia must innovate and collaborate in formulating strategies by considering the results of this study.

In this study, we will find out what factors influence someone in adopting Crypto Fintech in Indonesia. The number of samples that will be used as respondents in this study are 383 respondents who buy and sell crypto and a time span of one century.

Collecting data in this study using a questionnaire which will then be processed using statistical software, namely SPSS which will then be analyzed using PCA / Principal Component Analysis analysis techniques to assist in the discussion and conclusion process.

Based on the Extraction Sums of Squared Loadings showing the number of variations or the number of factors that can be formed, in the output results above there are 7 (seven) factor variations, namely 3.051, 2.487, 1.999, 1.460, 1.226, 1.145 and 1.009. Based on the "Initial Eigenvalues" table, there are 7 (seven) factors that can be formed from the 21 components analyzed.

It was concluded that there are seven factors in the adoption of Fintech services for crypto users in Indonesia, especially members of the Radix DLT and Solana Indonesia communities, including sociodemographics, trust, knowledge and asset ownership, price perceptions, risk, saving habits and education.

Keywords: Adoption of Crypto Fintech, Millenials, Principal Component Analysis, Sociodemography, Self-Assessment, Financial Characteristics