

ABSTRACT

The phenomenon of the increasing number of investors who are dominated by millennials, is evidence of millennial interest in investment, where this is because millennials want to try to achieve financial freedom by investing, but these millennials according to available data are still difficult to make rational decisions in their investments, where This is supported by reports of the irrational behavior of new and young investors, and statements from financial observers who question whether the increase is balanced with adequate knowledge, capital, and psychology. This study aims to find out what millennial investors consider, especially in the city of South Tangerang in their portfolio strategy decisions which include buying, selling and holding, as well as knowing what biases exist in these decisions. This study uses a qualitative method with a phenomenological approach, with research subjects as many as 10 new investors belonging to the millennial generation. The results of this study indicate that availability, optimism, and self-control bias are still present in the decisions of millennial investors, especially in this study.

Keywords : *Behavioural finance, Emotional bias, Millenial generation*