ABSTRACT

Based on Indonesia Central Statistics Agency Indonesian senior citizens were increasing since 1971 until present. Along with that situation is also contribute to life expectancy which is increasing. But 40% Indonesian senior citizens in the low economy situation and were still actively working to meet economic needs.

The purposes of this research to analyse factors that will contribute to retirement planning such as financial literacy, goal clarity and socio-economic demography.In making the retirement planning, a financial literacy is required as a basis for choosing the right investment. Moreover, goal clarity is also needed to make the planning clear so that there is no ambiguity there. In addition, based on Stimulus Organism Response (SOR) theory, individual characteristics can affect the individual in doing something such as education, income, gender or age. Because there is still a research gap on these factors, this reseacrh is conducted.

This research was a quantitative research through a questionnaire given directly to respondents. The respondents of this research were employees of Regional Offices and Branch Offices of BPJS Ketenagakerjaanin all over Central Java and DIY with a total of 142 people. The sampling technique used was a non-probability sampling with purposive judgment sampling approach provided that they were permanent employees and worked at least 1 year. All data in

The findings of this research showed that from six hypotheses only three hypotheses have a positive and significant effect to retirement planning such as financial literacy, goal clarity and income. In contrast, the gender, age, and education variables had no effect. This research still needs to be developed because there are still limitations that can be considered for further research.

Keywords : Financial literacy, goal clarity, socio-economic demography, retirement planning