

UNIVERSITAS INTERNASIONAL BATAM

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INFLUENCE ANALYSIS OF MATERIALISM ON COMPULSIVE BUYING MEDIATED BY CREDIT CARD USE AND IMPULSIVE BUYING IN BATAM CITY

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ABSTRACT

Having unlimited needs and desires, Humans as economic beings will struggle to fulfill their necessities. In this modern era, shopping for human needs and desires is increasingly easy to do with the availability of various shops and malls to retail online. This ease of shopping has increased shopping interest in unlimited material needs and indulges Indonesian people to make purchases continuously to develop uncontrollable compulsive buying behavior. Therefore the writer aimed to examine the effect of materialism on compulsive buying mediated by credit card use and impulsive buying.

The object of this research was credit card users in Batam. Sampling was completed by giving a google form questionnaire to credit card users in Batam city. Respondent demographic data were then analyzed using IBM SPSS Statistics version 25.0 and analysis of the effect of independent variables on the dependent variable was conducted using Smart PLS version 3.2.8. The results of this study indicate that the variable materialism, credit card use and impulsive buying have significant effect on compulsive buying.

Keywords: materialism, credit card use, impulsive buying, compulsive buying.