

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Management Study Program  
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## ***INFLUENCE ANALYSIS OF LIFESTYLE, ATTITUDE, SUBJECTIVE NORMS, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS AND PERCEIVED BEHAVIOR CONTROL OF CREDIT CARD INTENTION IN BATAM***

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### ***ABSTRACT***

*This study aims to analyze the influence of the variables of lifestyle, attitude, subjective norms, perceived ease of use, perceived usefulness and perceived behavior control and of credit card intention in Batam.*

*The research data came from 220 respondents especially those who live in the city of Batam. Non Probability Sampling method applied in the research data and purposive sampling technique used for the sample selection. SPSS (Statistical Package for the Social Science) help to process the data.*

*The research gave states that attitude, perceived ease of use, perceived usefulness, perceived behavior control and perceived risk significantly influence the credit card intention in Batam. Meanwhile, lifestyle and subjective norms have no significant effect on the credit card intention in Batam.*

***Keywords:*** *Lifestyle, Attitude, Subjective Norms, Perceived Ease of Use, Perceived Usefulness, Perceived Behavior Control, Credit Card Intention*