

# UNIVERSITAS INTERNASIONAL BATAM

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Fakultas Ekonomi  
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## **ANALISIS PENGARUH *LIFESTYLE, ATTITUDE, SUBJECTIVE NORMS, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS* DAN *PERCEIVED BEHAVIOR CONTROL* TERHADAP *CREDIT CARD INTENTION* DI KOTA BATAM**

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### **ABSTRAK**

Penelitian ini bertujuan menganalisis adakah pengaruhnya variabel *lifestyle, attitude, subjective norms, perceived ease of use, perceived usefulness* dan *perceived behavior control* terhadap *credit card intention* di kota Batam.

Data penelitian berasal dari 220 responden khususnya yang bertempat tinggal di kota Batam. Pengimplikasian metode *Non Probability Sampling* atas didaparkannya data penelitian, teknik *purposive sampling* diterapkan saat memilih sampel. Penggunaan SPSS (*Statistical Package for the Social Science*) untuk olah data.

Penelitian menghasilkan pernyataan variabel *attitude, perceived ease of use, perceived usefulness* dan *perceived control perilaku* berpengaruh signifikan terhadap *credit card intention* di kota Batam. Sedangkan *lifestyle* dan *subjective norms* tidak berpengaruh signifikan terhadap *credit card intention* di kota Batam.

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