

ABSTRACT

The development of the Indonesian Banking Industry is growing almost all the activities and economy of Indonesian society, supported by the role of banks to meet the needs of more consumer society in everyday life, especially credit card users. This study discusses the influence of achievers lifestyle on credit card use decisions on customers of Bank Mandiri credit card users in Bandung.

The goal is to determine the effect of achievers lifestyle, to know the decision of credit card usage and to know how much influence of achievers lifestyle on credit card usage decision at Bank Mandiri. The research method used is quantitative method, descriptive method and verifikatif method that is sampling technique based on customer of credit card of Bank Mandiri that reside in Bandung city with sample counted 100 responden.

The conclusion of this research is Lifestyle variable Achievers have average percentage equal to 71,33%, included in category which appraised Good. While the Purchase Decision variable has an average percentage of 93.38%, included in the category that rated Very Good. Based on the results of Determination Test obtained by 26.6% This shows the Purchase Decision is influenced by Lifestyle Achievers.

Keywords: *Lifestyle, Achievers and Purchasing Decisions*