INDONESIAN BANKERS’ SPENDING BEHAVIOR TOWARD CREDIT CARD IN JAKARTA

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The Panel of Examiners declare that the skripsi entitled “INDONESIAN BANKERS’ SPENDING BEHAVIOR TOWARD CREDIT CARD IN JAKARTA” that was submitted by Lestari Simanullang majoring in Banking and Finance from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 1st February 2018

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “INDONESIAN BANKERS’ SPENDING BEHAVIOR TOWARD CREDIT CARD IN JAKARTA” is to the best of my knowledge and belief; an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 22\textsuperscript{nd} January 2018

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ABSTRACT

The credit card as the payment instrument has become the most convenient instrument for transaction. The reason is because it’s easy to use, carry and also can become payment in advance. Unfortunately, most of the user of credit card can’t control their spending using credit card, while the phenomena find out that people will probably spend more using credit card rather than pay with cash. It can be affected by age, income, benefit, and the attitude toward money. Through this phenomenon, it raises one main research question for this study: “What are the factors that influencing Indonesian bankers’ spending behavior towards credit card”. In order to answer the main question, this study analyses three supporting research questions. The purpose of this study is to analyze the influence factors of bankers’ spending behavior towards credit card in Jakarta, because mostly bankers in Indonesia are using credit card due the regulation of the bank. This study become challenging because the interviewees are bankers who are also as the consumer banking of credit card. The bankers is probably know how the credit card business process, the beneficial, and even the policy of credit card itself, which means the more aware to the credit card. This study is using qualitative research method through semi structured interview of ten Indonesian bankers. The findings show that older age of bankers spent less through a credit card compared with younger age. Moreover, all interviewees prefer full payment to avoid interest charge. Then, the choice of credit card issuer banks based on the merchant promotions attractiveness. Finally, this study confirmed that Indonesia bankers know how to use a credit card wisely and their credit card spending behavior is efficiency and effective for them, but it caused financial losses to the bank.

Keywords: Credit Card; Spending Behavior; Indonesia Banker
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# TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL SHEET .............................................. i  
DECLARATION OF ORIGINALITY ...................................................... ii  
ABSTRACT .................................................................................. iii  
ACKNOWLEDGEMENT .................................................................... iv  
TABLE OF CONTENTS ..................................................................... v  

CHAPTER I INTRODUCTION ................................................................. 1  
  1.1 Background of Study .......................................................... 1  
    1.1.1 Need for Study ....................................................... 2  
  1.2 Problem Statement ............................................................ 3  
  1.3 Research Questions ............................................................ 5  
  1.4 Research Objectives ............................................................ 5  
  1.5 Significance of Study ........................................................... 6  
  1.6 Limitations ........................................................................ 6  
  1.7 Thesis Organization ............................................................ 7  

CHAPTER II LITERATURE REVIEW .................................................... 8  
  2.1 Consumer Banking ............................................................... 8  
  2.2 Grand Theory ....................................................................... 8  
  2.3 Previous Journal ................................................................... 10  
  2.4 Research Gap ........................................................................ 12  

CHAPTER III METHODOLOGY ............................................................ 13  
  3.1 Research Method ................................................................. 13  
    3.1.1 Research Design ....................................................... 13  
    3.1.2 Triangulation ............................................................. 14  
  3.2 Unit of Analysis ................................................................... 15  
  3.3 Sampling Plan ...................................................................... 15  
  3.4 Data Analysis ....................................................................... 16
3.4.1 Qualitative Data Analysis Model .......................................................... 16
3.4.2 Data Source ......................................................................................... 17
3.4.3 Semi structured interview ................................................................. 17
3.4.4 Coding data ....................................................................................... 18
3.4.5 Thematic data analysis ........................................................................ 18
3.5 Research Plan ........................................................................................ 18
CHAPTER IV DATA ANALYSIS AND DISCUSSION .................................. 20
4.1 Data Analysis ........................................................................................ 20
  DEMOGRAPHIC FACTOR ........................................................................ 20
  THE BENEFIT OF CREDIT CARD .......................................................... 25
  ATTITUDE TOWARD MONEY ................................................................. 27
CHAPTER V CONCLUSION AND RECOMMENDATION ............................ 31
  5.1 Conclusion .......................................................................................... 31
  5.2 Recommendation ................................................................................ 33
REFERENCES .............................................................................................. 35
APPENDICES ............................................................................................... 38
Appendix 1 List of Tables .......................................................................... 39
  Table 3.5. Interviewee Profile ................................................................. 39
  Table 4.2.1 Credit Card Advantages ....................................................... 40
  Table 4.2.1.1 Credit Card Total Amount ............................................... 40
  Table 4.2.2.1 BENEFITS GIVEN BY THE ISSUER ............................. 41
  Table 4.2.2.1 BENEFITS GIVEN BY THE ISSUER (Cont.) ............... 42
  Table 4.2.3.1 PAYMENT SYSTEM METHOD ........................................ 43
  Table 4.2.3.2 MANAGEMENT EXPENSE ........................................... 44
Figure 1 Identity form 1 ............................................................................ 45
Figure 2 Identity Form 2 ............................................................................ 46
Figure 3 Research Plan .............................................................................. 47
CHAPTER I
INTRODUCTION

1.1 Background of Study
In this modern era, the world has more getting dynamic today. It cause of the technology that always improve, so that people is easier and practice to do something. Moreover, technology is also giving improvement on payment instrument, such as debit card, mobile banking, internet banking, credit card and many more. Therefore, take a look to credit card as one of the payment instrument that give some benefits to the cardholder that’s not provided by the other payment instruments (Chakravorti, 2003).

Credit card is one of the popular system payments in society because it’s easy to use anytime and anywhere. Like one of journalist said that credit card become as one of most convenient and popular payment instrument (Hayhoe et al., 2000; Bernthal et al., 2005). Credit card itself is one of banking product, which we can conclude that the bankers are really understood about the system credit card. Durkin (2000) stated that in era modern, credit card as a substitution of debit card and cash for payment transaction as well as for many transactions that would otherwise be inconvenient or maybe un-urgent needed.

It caused credit card growing fast in this last twenty years, even though the first credit card was introduced on 1950 (Durkin and Price, 2000). On the previous research about credit card stated that when using credit card, the spending level is greater than the other payment mechanism (Prelec and Simester, 2001). The literature suggests some of the research that has been conducted on the use credit cards and consumers’ attitudes (Durkin, 2000), money attitudes, credit card use, and
compulsive buying among college students (Roberts and Jones, 2001), and the effects of credit cards on willingness to pay (Prelec and Simester, 2001).

In this study, the person who works at banking industry is called as the bankers. In Indonesia, usually the bankers are obligated to have minimum one credit card to support the business product of the bank. So the bankers here are also the customer of credit card itself. This study finds that it’s interesting to analyze more about the spending behavior of the bankers toward credit card. It because bankers probably more understand about credit card itself, such as the benefit, procedure, policy, and etc.

1.1.1 Need for Study

Indonesia is a country that contains great economic potential; a potential that has not gone unnoticed to part of the global community. Indonesia - Southeast Asia's largest economy - contains a number of characteristics that put the country in a great position for newly advanced economic development (Source: Indonesia-Investment). One of government vision is increasing the cardholder’s number because In Indonesia, cardholder is still not that many compare to the other countries. The reason is to collect more taxes but should not be based on the amount charged on each bill, but on the limit of each credit card, since the bill's amount can fluctuate. (Source: JakartaGlobe.id)

The total credit card in Indonesia is 17.59 Million. In the other hand, some of journalist said that the cardholders may spend more when they paying by credit cards or simply we said increasing the expense (Hirschman 1979, Raghubir and Srivastava 2008, Soman 2001, 2003, Soman and Cheema 2002). So, this study would like to find out the factors that affect Indonesian bankers’ spending behavior toward credit card.
1.2 Problem Statement

In Indonesia, credit card was first introduced in around 1980 era by Bank Duta, it’s because the popularity credit card in United States which was brought by Citibank and it innovate Bank Duta in Indonesia to do the same way. The central bank of Indonesia (2017) reported that there are 33 card issuer, 31 are Banking Institution and 1 Non-bank Institutional in Indonesia. Based on that information, this study concludes that the use of credit card is increase year by year, which means the cardholders in Indonesia, is increasing. Accordingly, credit cards have been promoted as a convenient payment device which suits the modern lifestyles of Indonesian.

This study is needed to find out what is actually the factors that affect the spending behavior of bankers as credit card customer? While most of people know that bankers is the one who knows really well about the procedure, regulation, policy and even benefit of the credit card. The first factor that this study will use is demographic factor because different demographic characteristics will lead different view of spending behavior of the credit card usage.

Soman and Cheema (2002) stated that younger consumers and those with less experience with credit card use treated their credit limit as a signal for their future income. The previous study stated that the younger respondents are found to spend less on credit cards and therefore there is a lesser likelihood that they will end up in debts (Teoh, Chong, Yong, 2013). In some research, income level becomes factor for effect the use of credit card. Logically, the more you get income level, the more you want to spend the money, especially if you have credit card. In the other hand, Devlin et al. (2007) found that family units with higher wages tend to hold more charge cards. This fact raise the question how is the demographic factor really affect the spending behavior of bankers toward credit card.
The second factor is factor benefits. It means what are the benefits that the issuer offers to cardholders for using credit card. Cardholder is mostly comfortable to use credit card and particularly recognized their value for spending on travel and entertainment. The positive attitude toward credit card is to ensure consumers are cautious in spending (Ahmed, Ismail, Sohail, Tabsh, Alias, 2010). Money related abilities and fitness depend on monetary information and understanding, and are affected by the individual demeanor in spending. (Pellinen et al, 2010). It raises the question for the interview, how is benefit of credit card affect the spending behavior of bankers toward credit card. Is it true that the benefit of credit card is affect the spending behavior of the bankers or not.

For the third factor is attitude toward money. This study also use two dimensions of attitude toward money, these are; holders’ willingness to pay their credit card expenditures, and also their management of expenses are considered (Teoh, Chong, Yong, 2013). However, there are so many people said that credit card is not good choice as payment instrument because they can’t control their expense if using credit card. It is true because using credit card, people must give attention to the management expenses and have plan already for using credit card wisely. The willingness to spend more is rising if they have credit card. Cardholders have no clue about the amount they have really spent on things which they don't require and can't bear the cost of more often than not (Hoyer and MacInnis, 2001). It raises the question how is the attitude toward money affect the spending behavior of bankers toward credit card.
1.3 Research Questions

There is one critical question for this study that will be used as a guideline. The question is as follows:

“What are the factors that influencing Indonesian bankers’ spending behavior towards credit card”

In order to answer the main research question, this study emphasis on 3 (three) supporting questions, which are:

1. How can the demographic factor influence credit card spending behavior among Indonesian Bankers?
2. How can the benefit of credit card influence credit card spending behavior among Indonesian Bankers?
3. How can attitude towards money influence credit card spending behavior among Indonesian bankers?

1.4 Research Objectives

Based on the research question that stated above, the main objectives of this study is to analyze the influence factors of bankers’ spending behavior toward credit card in Jakarta. However, these study also emphasis on three following supporting research objectives:

1. To find out the influence of demographic factors to Indonesian banker behavior toward credit card.
2. To find out the influence of credit card’s benefits to Indonesian banker behavior toward credit card.
3. To find out the influence attitude toward money to Indonesian banker behavior toward credit card.
1.5 Significance of Study

For Banking Industry
The expectation of this study is to give benefits to banks (Banking Industry) by sharing the result about the influence factor of Indonesian bankers’ spending behavior toward credit card, so it can remind the banks to improve their credit card system, so the bank still get profit from credit card without harmed the cardholders itself.

For Future Researcher
This study is also expected to be useful for the future researcher that interested with credit card of the banks and help the future researcher to find more about the factors that influencing Indonesian banker’s spending behavior toward credit card.

For Credit Cardholders
This study contributes to guide credit cardholders to use a credit card effectively and efficiency, instead of only as a lifestyle. Therefore the result of this study shows the preference spending behavior of credit card in order to support credit cardholders’ personal financial management.

1.6 Limitations
This study is conducted with certain scope and limitation. The purpose of setting the scope and limitation is to make the study more detail yet depth understanding. The scope and limitations of this study is regarding the ten bankers as cardholders from ten different banks in Indonesia. This study will focus on five female bankers, and five male bankers.
1.7 **Thesis Organization**

In chapter one, it provides the general facts about credit card in Indonesia, as it is what makes this issue rise up. Chapter two talks about literature background or theory about credit card, and the variable such as Demographic factors, bank policies, and attitude toward money and study will go deep down in to Credit card spending behavior. Chapter three examines the methodology, theoretical framework, and data analysis tool. For chapter four, it chapter provides information about the result from chapter three that would be used to discuss and analyze so it would come up with a conclusion. The last chapter explains overall result with recommendation.
CHAPTER II  
LITERATURE REVIEW

Based on chapter 1, it stated that the growth of credit card in Indonesia is good enough, but still, the government needs to increase the use of credit card in Indonesia. But, there are still so many people refuse to use credit card as their payment instrument because like a journal stated that the credit card have an effect to spend more (Dellande and Saporoschenko, 2004), leading to defaults, and subsequently bankruptcy (Ausubel, 1997). Therefore, how actually the cardholders are managing the use of their credit cards, so the customers don’t hesitate to use credit card.

2.1 Consumer Banking
A bankers in this study is also known as the consumer banking, which is consumer banking is the typical mass-market banking in which individual customers use local branches of larger commercial banks but they also work in banking industry as well. Services offered include savings and checking accounts, mortgages, personal loans, debit/credit cards (Source: www.investopedia.com). However, consumer banking is really important to banking industry, so the banks have to treat the depositor well treat their retail depositors well, and inform their customers of good issue (M Puri, J Rocholl, 2008). Therefore, this study need to find out the behavior of the bankers toward credit card since the consumer banking is really important.

2.2 Grand Theory
Credit Card Spending Behavior
Credit Card has gotten more noteworthy negative consideration from the media based on BBC 2011. It caused by unpracticed or defenseless cardholders, so the credit card
is not a good choice for payment instrument. The fact is consumers spend more money when paying with credit cards than when they are spending cash (Drazen Prelec and Duncan Simester, 2001). While the spending behavior means the act of disbursing money in response to an action, environment, or person in the satisfaction of needs and wants. The spending behavior in this study refers to the action of managing the credit card.

There are two concept of spending behavior, which is compulsive and impulsive buying. These two concepts are quite different. The major difference between them as follows: “Impulsive buying is motivated by an external trigger such as a product near the cash register. Compulsive buying is motivated by an internal trigger such as stress or anxiety and shopping and spending is an escape from the internal trigger. Compulsive buying can develop into addictive buying when it becomes a need to continuously spend in order to alleviate stress and anxiety” (Johnson and Attman, 2009). It was the fact that happened in this society, which is most of the user of credit card is categorized by compulsive buying that caused their spending behavior is not good at all.

Based on some information through website, journal, or even social media, the spending behavior is affected by the advantages of credit card itself. It can be the considerations for using the credit card continuously. Generally, the choice of credit card as a payment mechanism is often accidental and driven by simple considerations like convenience, acceptability, accessibility, and habit (Soman, 2001). Credit card holders will no doubt overlook or disparage the cost of merchandise and the aggregate sum spent amid their obtaining exercises which prompts the issue of abuse (Durkin, 2000).
2.3 Previous Journal

Demographic Factor

There are a lot of studies show that demographic factor can explain the financial behavior on the credit card usage, such as formal education, family income, age, gender, personal income, and marital status (Safakli, 2007; Khare, Khare, and Sigh, 2012; Themba and Tumedi, 2012)

One of journal research found that older cardholders are more likely has one or more credit card (Devlin et al. 2007). Moreover, the younger cardholders is seldom have more than 1 credit card, but have been increasingly identified as contributors to credit card debts (Kara et al., 1994); because their perspective is, they still have a long future to pay the bills (Roberts and Sepulveda, 1999).

Devlin et al. (2007) found that family units with higher wages tend to hold more charge cards. All things considered, because of their high pay, they will probably pay off their Visa obligations (Balasundram and Ronald, 2006). Slocum and Matthews (1970) contend that those from the most minimal class of salary dependably think carefully before profiting related choices. The previous study stated that income is not influencing the behavior of credit card usage (Kizgin, et al, 2013).

The Benefit of Credit Card

The previous study found out those benefits given by the bank influencing on credit card holder’s spending behavior. This is not difficult to apprehend because due to hyper competition, almost all credit card issuing banks and non-banks offer different incentives to potential and existing credit card holders. These incentives have directly influence spending behavior as discovered by Zinman (2009). While the previous study stated that qualification for applying credit card is not influencing the credit card holder’s spending behavior because
Due the amount of bank is high for issuing credit card, it makes the completion to get customer is quite difficult. To establish their own niche in market, they constantly do product improvement and innovation (Subramaniam and Marimuthu, 2010). Many banks issue the benefit of credit card for inviting people applying credit card (Chakravorti, 2003).

These benefits include no annual fees, point rewards, airline, cash back, installment payment plan, and discounts for identified purchases. The cardholders’ tend to use credit card as a main payment instrument due to the benefit’s given by bank (Zinman’s 2009).

**Attitude toward Money Factor**
Attitude is a subjective object due to its multidimensional nature (Roberts and Jones, 2001). (Hook and Lucier, 1995) said that attitude change can lead to changes in behavior. This study assumed that attitude toward credit card itself can affect cardholder’s spending behavior. For better understanding about attitude toward money, there are several dimension of money that has been founded. Phau and Woo (2008) stated that defined attitude toward money as an object that will impact on all areas of a person’s life which include saving habit, spending, workplace performance, political ideology, charitable giving, and attitude toward environment. Durkin (2000) doubts consumers’ understanding of cost and implications of using credit cards. While it is assumed that credit card users are aware of their credit balance, credit limit, and annual percentage rates, this is not always the case.

Willingness to pay is an attitude of cardholders for paying the bills as their responsible. In this era, there are a lot of people that always think about “buy first, pay later” where they don’t think about the bills, just directly use credit card for paying everything. It’s one of the compulsive buying behaviors. Like one of the journal stated that cardholders have no clue about the amount they have really spent
on things which they don't require and can't bear the cost of more often than not (Hoyer and MacInnis, 2001). The previous study find out that willingness to pay are influencing credit card holder’s spending behavior.

Management of expenses is the behavior for monitoring the financial activity. It’s really important for the cardholders to have skills on managing the expenses, in order to avoid too much debt and interest. The previous study stated that the majority of card holders are able to exercise self-discipline when it comes to their spending habit (Phau and Woo, 2008).

2.4 Research Gap
The previous research conducted by Wendy Ming Yen Teoh had examined the factor the factors influencing credit card spending behavior among Malaysians While Khare, A discussed the factor of using credit card in India. In addition, because of there is no specific research with the same title and object of the study, the researcher decided to combine the related previous research and findings about Indonesian Banker’s spending behavior toward credit card.
CHAPTER III
METHODOLOGY

3.1 Research Method
This chapter covers the methodology used in this research of this study. This study is using qualitative research which is a type of research where findings are not obtained through another type of calculation but trying to understand and interpret an interaction of human behavior in certain situations according to the researcher’s point of view. The researcher using qualitative researcher for understanding the research object deeply, and develop the sensitivity concept on the problem encountered, and understanding the phenomena as well. In addition, qualitative research focused on the elaboration and explanation about a certain situation without relying on the numerical data. (Zickmund, et al, 2010; Purwanti, 2016). Hence, in accordance with the objectives of qualitative techniques, it is suitable with this study as it requires further examination and deeper elaboration (Malhotra, 2010).

3.1.1 Research Design
There are five types of qualitative research design which are Phenomenological, Grounded Theory, Case Study, Exploratory and Conclusive design, in which the conclusive design would be further divided into descriptive and causal research (Malhotra, 2010).

Grounded theory is a systematic procedure of data analysis, that usually associated with qualitative research that allows researchers to develop theory for specific phenomenon. It was developed by Glaser and Strauss. While Ethnography is used when researchers want to study a group of people to gain a larger understanding of their lives or specific aspects of their lives. The primary data collection method is through observation over an extended period of time. Case studies are believed to
have originated in 1829 by Frederic Le Play. Case studies are rooted in several disciplines, including science, education, medicine, and law in order to analyze about the case and find the problems for that case through research.

Exploratory research includes discussion and opinion to give more understanding through interviews, while descriptive research using statistical and numerical data to prove the facts specifically as the result of the questionnaire survey, and causal research emphasis more on the cause and effect of a certain phenomenon (Saunders, Lewis, and Thornhill, 2012).

Based on the type of research designs, the researcher decided to use exploratory research which is the data is collected through the interview. The implementation of exploratory research design is also selected because of the problem setting in this study need understanding from a different point of views which obtained from multiple interviews and discussions.

### 3.1.2 Triangulation

Qualitative research is unique because it has the nature of research which is flexible (Rinman & Karic, 2010). The research includes all of the opinions, point of views, and statement. For measure the accuracy and validity of these other forms of non-numerical data is using triangulation technique. Triangulation combines several processes and perspectives to increase the validity of the data (Yeasmin & Rahman, 2012).

The triangulation method that used in this study is examining the data whether it shows same information from different source of information. The researcher of qualitative research is often using the triangulation method, due to the aspect of the triangulation method which the data can be collected through observations, interviews, group discussion, and where the result confirms between each other it
will give a detailed understanding of the problems. Therefore, the interview questions in this study is adapted from the previous research, based on a theory and reviewed beforehand.

3.2 Unit of Analysis

Based on the theory, unit of analysis could be the artifact, the system, the organization, the user, the developer, the team or something else. The unit analysis of this study is employers from banking industry in Indonesia, to find out the behaviors of bankers toward credit card based on some factors that has been found in this study. It will be seen from their own perspectives, especially because the bankers who know how the credit card business generates income to the bank. Overall, the total interviewee on this study is 10 (ten) bankers. This study will use semi structured interview for each banker, to gain more information about credit card.

3.3 Sampling Plan

Sampling

Sample is subset of population (Sekaran, 2010) sample will help researcher to investigate the research problem. According to Guest et al. (2006); Mason (2010), they stated that sampling continues until the researcher senses has reached saturation. Saturation is a problematic term. Therefore, this study is using ten Indonesian bankers because by using ten samples it has reached the saturation. are all operates or come from the greater Jakarta area because qualitative research has no rules in sampling as well as numbers adherence for it is based on the confidence as well as gut’s natural tendency in which area does the research take place (Ramsden, 2016).

| Table 3.4. Interviewee’s Profile | 15 |
3.4 **Data Analysis**

This study uses a thematic data analysis or also can be called as template analysis; the data was collected through semi structure interview, which conducted with structural questions.

This study conducts the interview with identity form to get specific information and approval as well.

### 3.4.1 Qualitative Data Analysis Model

According to Miles, Huberman, & Saldana (2014) as cited in Purwanti (2016) stated that the process in qualitative analysis consists of three components of activities which are Data Reduction, Data Display, and Conclusion Drawing/Verifications.

1. **Data Reduction**
   
   As the first component in qualitative analysis, it refers to the process of selecting, simplifying, abstracting, and transforming data that exist in a form of written field notes, interview transcript documents and other transcription.

2. **Data Display (Model Data)**
   
   As the second component in qualitative analysis, it is a process of organizing and combining information in order to draw conclusion and determine courses of action. The role of data display is to conduct further analysis to support the comprehension of the situation that occurs (what) and the action that should be executed.
3. Conclusion or Verification
As the last component in qualitative data analysis, it becomes the most important component in data. The whole process in qualitative data analysis starting from finding the information, combining and analyzing the data, will be summarized in the conclusion. The final moment is when it linked back the result of the data analysis to the research questions and its supporting theories which also determine the satisfaction from the audience of the study.

3.4.2 Data Source
For qualitative research, data is really important in order to help the researcher solve the problem of the study. This study using primary data as a source for obtaining data from information and direct explanations from sources that related to this research. In primary data, the researcher is the one who decide the place, time, and respondent for gaining the information. This research is held in Jakarta area, starting from October 16th to November 19th, 2017, with the total respondents are ten Indonesian bankers.

3.4.3 Semi structured interview
This study is using semi-structured interviewing because the limited of time, and place, this study couldn’t hold interview more than one time for every respondent. Semi structured interview is best used when you won't get more than one chance to interview someone and it can provides a clear set of instructions for interviewers and can provide reliable qualitative data. Semi-structured interviews are often preceded by observation, in order to allow the researchers to develop a deep understanding of the topic of interest necessary for developing relevant structured questions (Corbin J, Strauss A, 2008).
3.4.4 Coding data
Coding data in qualitative research is for labeling and linking the data into ideas, and back to the other data. It can be created into a table, categorized and clustered, the data together according to the similarity. Then the connection of the data can be analyzed and developed by the researcher (Gibbs, G. R., 2007).

3.4.5 Thematic data analysis
Thematic data analysis is used to explore and examine the information that has been collected beforehand. The reason why the study chose thematic data analysis is because as stated by Alhojailan (2012) which refers to (Creswell, 2009), it is suitable for this research as it eases the study to understand and construe the data beyond words and as it is mostly used for qualitative type of research. Qualitative research requires comprehension and gathering assorted viewpoints and information. So by using thematic data analysis, it gives a chance to comprehend the capability of any issue all the more comprehensively.

3.5 Research Plan
In order to get the complete data accurately, the researcher creates a research plan as can be seen in figure 3.

Figure 3. Research Plan

First, the researcher finds and analyzes the journal, article, and theory from the website for literature research about credit card spending behavior. The followed by creating journal mapping to make it more easy for researcher developing the structural question for interview session. According to Ryan et al (2009), interviews are a useful data collection method for getting the information from respondents’
experiences, belief and behaviors. Therefore, after journal mapping, researcher looking for ten respondents that available for interview session. In interview session, the researcher record all of the conversation, and at the end transcribed the entire interview. After interview, research analyze the data, coding data, and interpret the data as well. The last is writing the result into this study.
CHAPTER IV
DATA ANALYSIS AND DISCUSSION

This chapter is mainly focused on the discussion of the result based on the qualitative data that are gained by semi structured interview which will help the study analyzing the data through the explanation and answer that are given by the interviewee about banker’s behavior toward credit card. The data were collected through a semi-structured interview with five female bankers and five male bankers from bank industrial in Indonesia.

The study emphasis on equal gender interviewees; in order to analyze the influence factors of Indonesian bankers' spending behavior toward credit card. This study analyzes ten bankers with variant occupation level, such as an officer, a senior officer, an associate, a credit analyst, and an assistant vice president of Indonesia banking industry. The requirement to participant as interviewee in this study is a credit card holder for minimum two months.

4.1 Data Analysis
DEMOCRAPHIC FACTOR
The analysis starts with the idea of how a banker to be aware toward the use of credit card so that it’s not over limit. How well is a banker manage their credit card is can be see through their behavior toward it. There are a lot of people said that it’s not good to use credit card. But from this research, eight from ten bankers said that credit card is really give benefit for them. Then, what are actually the factors that have to be analyzing in this study? The demographic factor is the first factor that this study will used in order to analyze the behavior of bankers toward credit card.
Based on this study, all of the bankers that use credit card are mostly 21 years old above, which mean they have been worked in bank at least six months. All the bankers have actually aware of how they are supposed to manage their own credit card without reaching the limit of credit card. They mentioned several things that they do to manage the expense of credit card.

**Age Factor**

The first category that this study will use on demographic factor is age. It means, the behavior for using credit card itself can be affected by the age, which one of the journal stated that younger people will more wasting and create debt rather than older people. In this study, we agree into this statement because based on our findings, the result is totally same. On this study, the youngest interviewee is 21 years old, and the oldest 51 years old.

In interview section, the study was asking about how often the cardholders using their credit card. Based on the findings, the youngest interviewee stated that they are often to use credit card as their payment transaction, which they usually use for shopping, restaurant, and etc. While the oldest interviewee stated that they are seldom use credit card even though they have it. They will use it for buying primary needed for their household, which usually one time a month. Following the statement below, it can clearly identified that younger people is more often to use credit card

> “Sering banget, pokoknya kalo belanja gitu, makan, banyak deh. kalo bisa pake kartu kredit yah pake. Karna bakal dapat point dari setiap belanja. Dari pada pakai debit, uang nya langsung habis dan gak bisa kumpulin point Gitu sih yang penting dapat point dulu” - Joshua (21)
“I often to use cc, for shopping, eat, and many more, because every transaction will get point reward. If compare to the debit, our money directly deducted, and can’t collect the point, so far cc is more beneficial. For me, the most important is the advantages first.” - Joshua (21)

“Kalau saya sih sering yah, sering banget malah, apalagi dipakai buat olshop, beli makanan juga pake kartu. Karna lebih mudah kan belanja belanja gitu” - Sakinah (22)

“For me, I really often to use credit card, usually for online shopping, buy food also using credit card. It easier to shopping using credit card” – Sakinah (22)

“Agak jarang sih, paling hanya dipakai untuk belanja bulanan, belanja electronic aja, yah lebih untuk urusan rumah tangga karna kan saya sudah berkeluarga, keperluan nya lebih untuk kebutuhan pokok”

“I am not really often to use credit card, I just use it for monthly shopping, buy electronic, and household needs because I already have family, so my need is more primary”

“Jarang sih, saya pakainya untuk hal yang penting penting banget aja, contoh nya belanja bulanan untuk keluarga, saya pakai kartu kredit, jadi nanti waktu gaji masuk rekening, itu kan tidak otomatis di potong untuk kartu kredit karna saya pakai auto debit. Karna menurut saya belanja bulanan itu bukan hal yang dapat ditunda, jadi saya memanfaatkan kartu kredit.” – Rommy (38)

“I am seldom to use credit card, I just use it for buying something that really important, for example, monthly needs for my family, I will buy with credit card. So, when I get my salary on my account, the credit card debt can be automatically deducted from my bank account, because I use auto debit. For me, monthly need is really important, and it can’t be postponed” - Rommy (38)

The other fact that can be seen from this study is older people usually have more than one credit card, while the other journal stated that older cardholders is more likely has one or more credit card (Devlin et al. (2007)). This study is completely agree with that statement because based on this result study, 60% of younger interviewee just have one credit card, while 90% of older interviewee have more than one credit
card. Which means they will have more than 1 credit card that can give those benefits?

Table 4.2.1.1. Credit Card Total Amount

“Cici pake 4 kartu kredit yang berbeda karna beda beda promo setiap bank nya, contoh nya kalo UOB dia ada promo di hari hari tertentu, biasa untuk salon sih. Semua beda beda sih promonya”- Nina (30)

“I am using four different credit card because every cc has their own benefit, like promotion. For example, UOB bank, it offer promo in certain time, usually for saloon. Every cc offer different promo.” – Nina (30)

Based on the statement above, it can be seen that cardholders choose to have more than one credit card because benefits that given by the issuer. More credit card you have, the more you get benefit from the issuer. The decision for using credit card more than 1 is can be called as behavior toward credit card.

**Income Factor**

One of the previous studies finds that more higher your income, the more you want to spend it, moreover if you have credit card. Like Devlin et al. (2007) found that family units with higher wages tend to hold more charge cards. Basically this study quite agrees with this study, because based on the interviewee result, this study finds out the specific answer for that. Based on this study data, the lowest income of the bankers here is around 5 Million, while the highest income is more than fifteen million. The difference between the uses of credit card also can be seen through their income. Like one of the interviewee stated that she adjusts her expense with her income, so there is no debt in her bank account.

“Kalau saya sih jarang, paling 3-4 kali, dan itu pun hanya dipakai sesuaikan pengeluaran kita dengan income yang kita dapat. Jangan sampe
"pengeluaran melebihi pemasukan yang bisa mengakibatkan utang" – Heydi (23)

“For me, I am seldom to use credit card, just 3 or 4 times a month, and I will adjust my expense with my income. So that my expense is not higher than my income that can cause the debt” - Heydi (23)

On the statement above, cardholder stated that she is not often to use credit card in order to avoid her from debt, and also she has to adjust the expense with the income. She stated that she uses credit card just for discount, and not use credit card for big transaction. While the other interviewee stated different thing, it can be seen through the statement below.

“Saya sih termasuk sering yah, saya biasa pake untuk beli tiket pesawat, alat alat rumah, shopping, yang pasti saya pake kartu kredit itu untuk transaction yang agak gede jumlah nya, dan saya termasuk orang yang sering menggunakan kartu kredit. Walaupun begitu, saya tetap masih menyusuaikan pengeluaran dan pemasukan saya, sehingga tidak over limit.” - Sari (30)

“I am using four different credit card because every cc has their own benefit, like promotion. For example, UOB bank, it offer promo in certain time, usually for saloon. Every cc offer different promo.” – Nina (30)

The statement above stated that the cardholder is often use credit card for big transaction; it means that the bill for credit card is quite big though. It is possible because her income is quite high too, but she stated also she still maintains her expense, so that there is no debt. From the two statements above, this study conclude that more higher your income, more things you want or need to buy, but still in the logic amount, without exceed the limit or over the limit of your income.
THE BENEFIT OF CREDIT CARD

Based on the interviewee, there are several different answers that come up into this study. In this study, there are nine most benefits that often offered by the issuer. From the table, it shows discount is the most benefit that given by the issuer and followed by others. Actually, the answer is not really different, but the interviewee explain more specific benefits that given to them, so that it’s the reason why they use credit card.

4.2.2.1 Benefit’s given by the issuer

“Karna beda tanggal statement nya. Sebenarnya ada keuntungan masing masing, kalo untuk CIMB Niaga, saya gk perlu bayar annual fee nya, which is itu sedikit menguntungkan, dan untuk BCA sendiri banyak cicilan 0%” –Sari (30)

“It because different date of bank statement. Actually, every issuer has their own benefit. For CIMB Niaga, I don’t need to pay the annual fee, which is it’s really good, and for BCA itself, they offer 0% installment” –Sari (30)

“Karna bank terbesar di Indonesia, banyak merchant juga, took atau store yang kerjasama dengan bank BCA itu sendiri. Karna banyak cicilan 0% juga, dan biaya admin nya gak terlalu besar hanya 250 rbu saja” –Joshua (21)

“Because the bank issuer of cc that I use is one of the biggest bank in Indonesia, provide many merchant too, or has many partner store that cooperate with that bank. The other reason because they offer 0% installment, and the administration fee also not really high. – Joshua (21)

“Cici pake 4 kartu kredit yang berbeda karna beda beda promo setiap bank nya, contoh nya kalo UOB dia ada promo di hari hari tertentu, biasa untuk salon sih. Semua beda beda sih promonya” –Nina (30)

“'I am using four different credit cards because every cc has their own benefit, like promotion. For example, UOB bank, it offers promo in certain time, usually for salon. Every cc offer different promo.” – Nina (30)

From the statement above, they explain different benefit that given by issuer, and it quite interesting. From the first statement, she said because issuer offered free annual fee, and also 0% installment. Which means, if the cardholders not really often or
even not use their credit card when they had registered, they will not lose because they don’t need to pay anything? Of course, there are other cardholders that need to pay annual fee for their credit card. The other benefit from statement one is the installment is 0%.

For cardholders, the installment is really needed when they make a big transaction, such as buy electronics. The issuer offer 0% installment to invite more people use cardholders that give them benefit for buying something without pay for interest. For household, it’s really something interesting.

The second statement said that he choose to use cardholders because the benefit he can shop wherever he is because the issuer is one of the biggest industry in Indonesia, so it’s easy to do transaction. Then he said the same thing for the benefit, which is 0% installment.

For the third statement is quite interesting because she stated that the issuer offer her for saloon promo, which for a woman, that’s really interesting. So, basically, from the three statements above, the issuer give benefits for cardholders, which help a lot for their daily life, and it’s something that can become pending transaction (buy first, pay later).
ATTITUDE TOWARD MONEY
The behavior toward credit card is can be effected by the attitude of someone toward money. In this study, there are two points attitude toward money, such as willingness to pay credit card bills, and management of credit card expenses.

Willingness to pay
On this point, it means that how willing is someone wants to pay their credit card bills, because nowadays there are a lot of people that ran away from their responsible to pay the bills or their debt. It can because they don’t have any money for paying, or they don’t want to. Through the interview, this study found out from ten of ten interviewees said that as long as they use credit card, they will use full payment for credit card payment and choose to pay on time bills. It can be seen through the table.

“Kau make yang full payment, itu berarti sewaktu tagihan masuk, yah aku langsung bayar full, bukan setengah setengah gtu. Untung nya lagi kalo pake full payment, itu kita gak usah bayar bunga nya jadi lebih untung. Jadi kartu credit kita itu bisa jadi sebagai alat penunda pembayaran.” –Sari (30)

“I use full patment, it means, when the statement comes, I will pay full, not a half. The benefit if use full payment, we don’t need to pay the interest”

“Iya pake yang full payment, karena yah itu aku kan tracking financial aku juga, jadi dari awal aku udah siapin duit even aku pake kartu kredit, dan gak ada Bunganya juga kan. Kalau pun aku pake cicilan, aku biasa ambil yang 0% bunga, kalo semisal ada bunga, aku pasti gak akan ambil, karna bakalan rugi, gak rela kalo pake bunga. karna kakak nge jaga collectibilitas nya tetap lancar. Karna kesal pasti kalo kita talat bayar, gak enak aja pokoknya. Karna kalo talat, di record collectibilitas BI nya juga jelek, dan itu gak bagus kalo semisalnya kita mau applu buat ambil loan, pasti bakal susah di approve. ”–Nina (24)

“Yes, using full payment, because I always track my financial from the beginning, which is I have the money even though I use credit card, and also there is no interest if using full payment. Even though I use installment, I usually just use it if the issuer offer 0% installment. If there is interest on installment, I definitely will not use it because the interest will be high. It also because I want to keep my collectability as good as I can.. I will not late for paying the bills, because once we are late, it will be recorded by Bank Indonesia, and it can effect if we want to take loan in the future. It will be so difficult to be approved by the bank” –Nina (24)
From these two statements above, this study analyze that there are reasons why ten of ten interviews choose to use full payment method. These two statements represent the answer of the other interviewee. Basically, if people want to use credit card without get lose, they can use full payment method; because like the first statement said that there is no interest of every transaction if you use full payment method.

Full payment method means that when the bills out, the cardholders need to pay full from the total amount, if the cardholders choose the other payment method, like minimum payment, they will have to pay interest, and chance to get more debt is so big.

From the second statement, actually she said the same, but the different is because she wants to keep her financial tracking in good condition. That is why she use full payment method to avoid debt. Because like she said, once you get much debt, your record collectability in central bank will be bad and it will effect if someday you want to take loan.

“Untuk pembayaran, saya pake auto debit, jadi otomatis diambil itu. Jadi saya gak perlu melakukan hal hala yang membuat waktu saya terbuang percuma haha jadi gak ada cerita kita telat bayar” – Rommy (38)

“For bill payment, I use auto debit, so it will automatically deducted. So, I don’t need to waste my time to go to bank or transfer from my account for the bill, and there is no reason to avoid the bills.” – Rommy (38)

The statement above shows that the way to avoid the lateness of paying bills is using auto debit, which means, the bills can automatically deducted from our bank account without worry if it can’t be paid and wasting time. Therefore, this study conclude that Indonesia behavior for paying credit card bills is still in good record, because from ten out of ten, and based on interviewee, is still have willingness to pay through their own way to avoid more debt.
Management of Credit Card Expenses

From the interview that conducted by the study for this study purpose, ten out of ten bankers stated that they have their own management to manage credit card expenses which is it help them to use credit card effectively. Like the other journal stated that if the cardholders knows how to manage their expense, so it means their behavior toward credit card is effective enough.

“Nah kalo aku sih handle keuangan aku ketat banget sih , dari pertama kali buat, istilah nya aku tracking financial aku juga, jdi credit card, instead aku mikir gesek aja dulu bayar nya nanti, aku hari itu juga belanja aku bukukan itu sebagai pengeluaran, jadi udah di track semua. –Nina (24)

“Nah, for me, I really handle my financial, from the beginning I apply for credit card. I always do tracking financial, so when using credit card, instead I think shop first pay later, I put on my mind that it has to be expense, and directly input that transaction into my financial note. So, everything is clear enough. –Nina (24)

From the statement above, she stated that we need to track our financial by setting our mindset, instead of think buy first, pay before, she choose to think that once she buy anything with credit card, it will directly calculated as the expense in her own financial book.

“Saya bayar nya pake auto debit, jadi otomatis diambil itu. Jdi saya gak perlu melakukan hal hal yang membuat waktu saya terbuang percuma haha jadi gak ada cerita kita telat bayar” – Rommy (38)

“I pay with auto debt, so it will be automatically deducted from my bank account. So, I don’t need to waste my time, so there is no excuse to avoid the bills.” – Rommy (38)

From the statement above, one of interviewee stated that he manage the credit card expense by using auto debt. It’s really useful for the one who is difficult to control their expense of credit card, or the one who can’t consistent to pay the credit card bills.
4.2.3.1 Payment System Method

The other fact that this study found out from the interviewee, all of the interviewee use system full payment in credit card. They stated that if they use full payment, they no need to pay the interest for credit card bills, which is its really beneficial for cardholders. Like one of the statement stated:

“Iya, kalau pake full payment kita gak perlu bayar bunga, nah itu salah satu keuntungan credit card nya. Saya gak pake minimum payment karna kalo pake min payment bakal rugi, gede bunga nya” –Arnold (25)

“Yes, if using full payment, we don’t need to pay the interest, which is it’s one of the advantages of credit card. I don’t use minimum payment because it can cause loss, and the interest is quite big.” – Arnold (25)

Therefore, this study find out that all of the interviewee is know how to manage their credit card expense because they use their own way to manage the expense. But mostly, from the data, this study concludes that by using full payment system credit card it can help the cardholders to manage the credit card expense.

4.2.3.2 Management Expense

The other fact that this study get is mostly banker stated that credit card is not for lifestyle but needs. It’s because if the cardholders can effectively manage the using of credit card, it means the cardholders will just use it for their needs. So, according to the bankers, it’s really useful and beneficial for using credit card.
CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion
The objective in this study is to analyze the influencing factors of Indonesian banker toward credit card spending behavior. Therefore, this study interview ten Indonesian banker who has been work in banking industry ≥ six months, and they are the one who know how the credit card business generates income to the bank.

After being explained in the previous chapter for the research result of Indonesian banker behavior toward credit card, it can be concluded that:

First supporting question:

*How can the demographic factor influence credit card spending behavior among Indonesian Bankers?*

Based on section 4.2 Finding, it shows that this study is agree with the other journal that stated demographic factor affect the behavior spending toward credit card. Because based on the interview result, it shows the factor age and income which is part of demographic factor affect the behavior of Indonesia bankers for using credit card. The result show that mostly young age is spend more rather than older age, because they use credit card for lifestyle, which is for shopping, eat and many more, while from income point, this study find out that the more income you get, the more you want to spend using credit card.
Second supporting question: 

*How can the banking policies influence credit card spending behavior among Indonesian Bankers?*

Through section above, which is finding section, it shows that benefit’s given and qualification from banking policies factors is agree with the other journal that stated as many benefit the cardholders get, the more they want to use credit card. Then, the more easy people register for credit card, the more they want to use credit card as their payment instrument. So, banking policies can affect the Indonesian banker toward credit card spending behavior.

Third supporting question: 

*How can attitude towards money influence credit card spending behavior among Indonesian bankers?*

From the findings of attitude toward money, this study found out that the part of attitude toward money which is willingness to pay the bills and management of expense can affect the behavior of Indonesian banker toward credit card. This study is agree with the other journal that stated cardholders have no clue about the amount they have really spent on things which they don't require and can't bear the cost of more often than not (Hoyer and MacInnis, 2001; O'Guinn and Faber, 1989) if they don’t have willingness to pay the bills and the skills for manage their expense.

The findings show that older age of bankers spent less through a credit card compared with younger age. Moreover, all interviewees prefer full payment to avoid interest charge. Then, the choice of credit card issuer banks based on the merchant promotions attractiveness. Finally, this study confirmed that Indonesia bankers know how to use a credit card wisely and their credit card spending behavior is efficiency and effective for them, but it caused financial losses to the bank.
5.2 Recommendation

Since the credit card reflects the bank’s profitably which has the important role in economic, it is really important to declare whether credit card can be profitable if the customer use it effectively with full payment system. Therefore, this study would like to give recommendations as follows:

Banking Industry
This study contributes evidence that the bankers use credit card wisely and effectively, and credit card give beneficial to the cardholders. Therefore, banking industry should ensure that they will seek more innovation of credit card to attract more cardholders in order to increase the amount of cardholders in Indonesia. The innovation can be the system payment of credit card, so it’s easier to pay the bills, or cooperate with the Indonesian hyperlocal transport, such as Go-jek or Grab to give discount for cardholders in every transaction. But the bankers have to find out how to control the profitability of credit card business when the cardholders use credit card effectively. These two steps is good to increase the banking performance in credit card business

Future Researcher
This study find out that demographic factors, bank policy, and attitude toward money are the influencing factor of Indonesian bankers’ spending behavior toward credit card. The results come from the semi-structured interview of ten Indonesian bankers who know well about business credit card itself. Therefore, this finding shows that the more effective cardholders use credit card, and use it wisely, it caused financial losses to the bank. Finally, there are a strongly recommendation for the future researcher to find out how is bank industry maintain the profitability if the cardholders mostly use credit card effectively and wisely, or use full payment system.
Cardholders

Based on the interview, this study found out from the bankers how to use credit card effectively and wisely. Because once the cardholders credit card effectively, and wisely, credit card is really beneficial. Therefore, below is the recommendation that given by Indonesian banker for all of the cardholders:

1. Write every transaction of credit card in your own phones; just use 50% from your credit card limit.
2. Use credit card that offer free annual fee, and if you have debit card, it is better if you don’t bring it, so just use the credit card.
3. Use your credit card just for important needs, don’t use credit card for something that really not important
4. Use auto debit to make sure that you pay the credit card bills on time, it can avoid the cardholders from much debt.
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## APPENDICES

### Appendix 1 List of Tables

#### Table 3.5. Interviewee Profile

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<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>Education</th>
<th>Range Salary</th>
<th>Occupation</th>
<th>Working Period (years)</th>
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<td>1 yr</td>
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Table 4.2.1 Credit Card Advantages

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Table 4.2.1.1 Credit Card Total Amount

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<td>●</td>
<td></td>
<td>younger: 60%</td>
</tr>
<tr>
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<td>23</td>
<td>1</td>
<td>●</td>
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<td>oldest: 20%</td>
</tr>
<tr>
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<td>24</td>
<td>4</td>
<td>●</td>
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<td>NB: Young = 20-25</td>
</tr>
<tr>
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<td>30</td>
<td>2</td>
<td>●</td>
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<td>Oldest = 26 above</td>
</tr>
<tr>
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<td>30</td>
<td>4</td>
<td>●</td>
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<td>Green: The young</td>
</tr>
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<td>21</td>
<td>1</td>
<td>●</td>
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<td>Yellow: The Oldest</td>
</tr>
<tr>
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<td>●</td>
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<tr>
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<td>2</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rommy</td>
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<td>38</td>
<td>2</td>
<td>●</td>
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<td></td>
</tr>
<tr>
<td>Halim Tjiwidjaja</td>
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<td>1</td>
<td>●</td>
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<td></td>
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<td>Cardholders' Profile</td>
<td>Type of Issuer</td>
<td>Benefit's Given by the Issuer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------</td>
<td>-------------------------------</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Age</td>
<td>NB</td>
<td>FB</td>
<td>CB</td>
<td>JV</td>
<td>SOB</td>
</tr>
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<td>●</td>
<td>●</td>
<td></td>
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</tr>
<tr>
<td>Heddy Florihotda</td>
<td>23</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nina</td>
<td>24</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sani Nur Widayati</td>
<td>30</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>30</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Joshua</td>
<td></td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arnold</td>
<td>26</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andy</td>
<td>30</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rommy</td>
<td>38</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halim Tjiwidjaja</td>
<td>51</td>
<td>●</td>
<td></td>
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Table 4.2.2.1 BENEFITS GIVEN BY THE ISSUER (Cont.)

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Discount</td>
<td>30.43%</td>
<td>13.04%</td>
<td>43.48%</td>
</tr>
<tr>
<td>Parent's Suggestion</td>
<td>4.35%</td>
<td>0</td>
<td>4.35%</td>
</tr>
<tr>
<td>Free Annual Fee</td>
<td>8.70%</td>
<td>4.35%</td>
<td>13.04%</td>
</tr>
<tr>
<td>Cash Back</td>
<td>0.000%</td>
<td>4.348%</td>
<td>4.348%</td>
</tr>
<tr>
<td>Differeny Billing Date</td>
<td>4.35%</td>
<td>0</td>
<td>4.35%</td>
</tr>
<tr>
<td>0% Installment</td>
<td>4.35%</td>
<td>4.35%</td>
<td>8.70%</td>
</tr>
<tr>
<td>Saloon</td>
<td>4.35%</td>
<td>0</td>
<td>4.35%</td>
</tr>
<tr>
<td>Largest Bank</td>
<td>0</td>
<td>13.04%</td>
<td>13.04%</td>
</tr>
<tr>
<td>Easy Registration</td>
<td>0</td>
<td>4.35%</td>
<td>4.35%</td>
</tr>
</tbody>
</table>
Table 4.2.3.1 PAYMENT SYSTEM METHOD

<table>
<thead>
<tr>
<th>Informant' Profile</th>
<th>System Payment</th>
<th>Intencity Paying Credit Card's Bill</th>
<th>Reasons to use full payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Age</td>
<td>Full Payment</td>
<td>Minimum Payment</td>
</tr>
<tr>
<td>Sakinah</td>
<td>22</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Heddy Florihotda</td>
<td>23</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Nina</td>
<td>24</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sari Nur Widayati</td>
<td>30</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Nate</td>
<td>30</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Joshua</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Arnold</td>
<td>26</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Andy</td>
<td>30</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Rommy</td>
<td>38</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Halim Tjiwidjaja</td>
<td>51</td>
<td>●</td>
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### Table 4.2.3.2 MANAGEMENT EXPENSE

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Lifestyle</th>
<th>Needs</th>
<th>Management Expenses</th>
<th>Percentage (%)</th>
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<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heddy Florihotda</td>
<td>23</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nina</td>
<td>24</td>
<td>yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sari Nur Widayati</td>
<td>30</td>
<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nate</td>
<td>30</td>
<td>no</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joshua</td>
<td>21</td>
<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arnold</td>
<td>25</td>
<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andy</td>
<td>30</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rommy</td>
<td>38</td>
<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halim Tjiwidjaja</td>
<td>51</td>
<td>no</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Figure 1
Identity form 1

Executive's profile in Banking Industry

1. Age:
2. Education:
   - Senior High School
   - Bachelor Degree
   - Master Degree
   - Doctor of Philosophy
3. Range Salary (in IDR):
   - < 5,000,000
   - 5,000,000 – 10,000,000
   - 10,000,000 – 15,000,000
   - > 15,000,000
4. Title of Position:
   - Ass. Officer
   - Officer
   - Senior Officer
   - Analyst
   - Associate
   - Senior Associate
   - Assistant Vice President
   - Vice President
5. Credit Card Literacy
   - Knowledge
   - Skills
   - Ability
6. Satisfaction Level of Credit Card

<table>
<thead>
<tr>
<th>Extremely Satisfied</th>
<th>Very Satisfied</th>
<th>Moderately Satisfied</th>
<th>Slightly Satisfied</th>
<th>Not At All Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Bank</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Foreign Bank</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cooperative Bank</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Joint-venture Bank</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Stated Bank</td>
<td>0</td>
<td>0</td>
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</tr>
</tbody>
</table>

12. Working Period in Banking Industry:
Figure 2
Identity Form 2

The influence factors of Indonesian Bankers toward Credit Card Spending behavior

Motivations of Executive in Banking Industry – The reason why the executive in Banking Industry open credit card account

1. Safety
2. Signup Bonuses
3. Cash Back
4. Investment rewards
5. Free Airplane tickets
6. Points
7. Insurance
8. Universal Acceptance
9. Easy Transaction
10. Shopping

Behavior executives in Banking Industry to spend using a credit card – The real function of credit card after they opened the account

1. Shopping, ex. Bag, phone, clothes, and etc.
2. Cash Back
3. Safety
4. Land Money
5. Capital Business
6. Free Airplane tickets, and Hotel
7. Signup Bonuses
8. Insurance
9. Lifestyle
10. Children Needed

Payment Behavioral to pay credit card bills

1. Full Payment (100%)
2. Minimum Payment (10%)
3. Installment
   a. 20%
   b. 40%
   c. 60%
   d. 80%
Figure 3
Research Plan