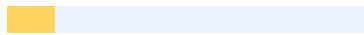




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THE ANALYSIS STUDY OF CONSUMER BEHAVIOR TOWARDS CREDIT CARD
CONSUMPTION OF HSBC IN SURABAYA

Pengarang

Dyah Eko Setyowati

Tanggal terbit

2011/10/13

Jurnal

Global Network-International Journal of Business, Management and Accounting

Jilid

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Deskripsi

This paper is analyzing about the ¹ consumer behavior towards credit card consumption of HSBC in Surabaya. In these recent years, credit card has becoming a big trend

especially for supporting lifestyle. Right now, there are around 4-5 million card holder in Indonesia, 50% from the target market. So to be part of the 50% which are still remains, credit card providers trying hard to promote themselves in searching for customer.

Promotion is part of the consumer behavior theory, in here the writer want to reveal, is the consumer behavior affecting toward credit card consumption. In this paper, the collecting data was conducted by secondary data and primary data. In the primary data, the research was using questionnaires calculated statistically with SPSS program and the result showed tha the consumer behavior is having the positive influence towards consumption.

Artikel Scholar

¹ THE ANALYSIS STUDY OF CONSUMER BEHAVIOR TOWARDS CREDIT CARD
CONSUMPTION OF HSBC IN SURABAYA

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