

INTISARI

Penelitian ini bertujuan untuk mengetahui apakah dimensi gaya hidup (*lifestyle*) yang terdiri dari *survivors*, *sustainers*, *materialists*, *experientials*, *mainstreamers*, *strivers*, *rebels* dan *transformers* memiliki pengaruh terhadap keputusan nasabah Bank Rakyat Indonesia dalam menggunakan aplikasi BRImo (*E-Banking*) saat Pandemi Covid-19. Penelitian ini menggunakan penelitian kuantitatif dengan menyebarkan kuesioner kepada 100 responden. Pengambilan sample menggunakan *Non-Probability Sampling* menggunakan teknik *purposive sampling*. Pengumpulan data pada penelitian ini menggunakan kuesioner yang diisi oleh pihak yang memenuhi persyaratan sampel penelitian. Kuesioner telah diujicobakan dan telah memenuhi syarat validitas dan reliabilitas. Hasil analisis regresi berganda dan pengujian hipotesis menunjukkan bahwa subvariabel *survivors*, *sustainers*, *materialists*, *experientials*, *mainstreamers*, *strivers*, *rebels* dan *transformers* berpengaruh positif dan signifikan terhadap keputusan nasabah secara simultan. Sedangkan secara parsial hanya variabel *experientials* yang tidak berpengaruh positif dan signifikan terhadap keputusan nasabah Bank Rakyat Indonesia dalam menggunakan aplikasi BRImo (*E-Banking*) saat Pandemi Covid-19.

Kata kunci : Gaya Hidup (*Lifestyle*), *VALS*, *Survivors*, *Sustainers*, *Materialists*, *Experientials*, *Mainstreamers*, *Strivers*, *Rebels* dan *Transformers* , Keputusan Nasabah.

ABSTRACT

This research is carried out to determine whether the lifestyle dimensions of survivors, sustainers, materialists, experientials, mainstreamers, strivers, rebels, and transformers have an influence on decisions making from BRI customers in using an Application named BRImo (E-Banking) in the pandemic. This research is using quantitative approach by distributing questionnaires to 100 respondents. The method of the sampling is Non-Probability Sampling using Purposive technique. The data collection in this research is using a questionnaire filled out by parties who meet the requirements of the research sample. The questionnaire has been tested and has met the validity and reliability requirements. The results of multiple regression analysis and hypothesis testing show that sub-variables survivors, sustainers, materialists, experientials, mainstreamers, strivers, rebels, and transformers has a positive and significant impact on decision making of the customers simultaneously. Meanwhile partially only experientials variables that do not have a significant and positive effect on the decisions of Bank Rakyat Indonesia customers in using the BRImo application (E-Banking) in the Covid-19 Pandemic.

Keyword : lifestyle, VALS, Survivors, Sustainers, Materialists, Experientials, Mainstreamers, Strivers, Rebels dan Transformers.