

ABSTRACT

The purpose of this research is to explore customer decisions in using Livin by Mandiri mobile banking. The type of data used is qualitative. The data collection method is through interviews with informants. The results of interviews with the six sources, namely the Attitude Towards Behavior interview, customers who use Livin By Mandiri feel comfortable and have no complaints. The results of the customer's Subjective Norm interview stated that environmental and family factors were also part of the customer's decision to use Livin By Mandiri. Then customers who already have the Livin by Mandiri application but are not actively using it because the application often errors and takes up quite a lot of memory. For non-customers of Livin By Mandiri, they feel there is no need so they have not decided to use Livin By Mandiri.

Keywords : Purposive Sampling, Attitude Towards Behavior, Subjective Norm.