

ABSTRACT

In Indonesia the use of smartphone has been popular from the year 2009 through Blackberry. In addition to the appliance communication, smartphone is now being used by everyone to help the daily activities work or even for entertainment. According to an online news site, reported that Indonesia has become the largest smart phone users in Southeast Asia. From all the smartphone that used, of course there is a luxury smartphone types that priced more than five million rupiah (according to Tax luxury goods issue by the government). Remember many smart phone manufacturers with famous brand that produce smartphone to the upper class, need to know what factors are affect each person to interest and smartphone use behavior.

The purpose of this research is to perform the testing and analyzing the factors that affect the interest and the smartphone use behavior in Bandung based on the Modified UTAUT2 model developed by Venkatesh, Thong and Xu and adding Luxury Brand Perception variables from Hung et al research.

This research using samples as much as 320 people who lived or people who visited Bandung and use smartphone with minimum price five million rupiah. To test the hypothesis, data analysis techniques used is the Structural Equation Model (SEM) with SmartPLS 2.0 as statistical software.

The results of the study showed that, Luxury Brand Perception, Habit, Social Influence, Effort Expectancy and Performance Expectancy sequentially significant effect on Behavioral Intention and Habit, and Behavioral Intention significantly effect on Use Behavior. The value of the influence on behavioral intention is 54%, while the value of the influence on Use Behavior is 42%. Besides that, age and gender variable proved to be able to effect latent construct and endogen construct.

Based on the results of research, the main factor for the company in the interest of consumers using the luxurious smartphone is the luxury brand perception factor. It is important for the company to create a luxury product that is better and more sophisticated product specifications and in accordance with the costs incurred by consumers who buy. In addition, the product design made also need to be made with elegant so that the impression of luxury brands visible. For academic aspect further research is expected to do the research to some famous brand in order to get more specific advice on further research.

Key Words : *Behavioral Intention, Use Behavior, Luxury Smartphone, Modified UTAUT2*