

ABSTRACT

Smartphone is the telecommunications media that support the changing of technology development and the users growing very rapidly as the number of smartphone companies increasing. The list of smartphone companies that become market leader in Indonesia and in the world are different, except Samsung. It shows the different criteria that required by smartphone users in Indonesia and in the world. Since Consumer's needs and wants are different and always changing, the smartphone producers have to be sensitive to these changes and due to a very tight competition.

The aim of this research is to test the factors inside modified UTAUT2 model; Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivaton, Price Value, and Habit, that influence the Behavioral Intention and also whether age, gender and income are affecting the factors inside modified UTAUT2 model in the context of Smartphone in Indonesia. This research used data from 120 valid respondents who is the users of Smartphone in Indonesia.

This research is a quantitative with causal study. Likert scale used to measure each item in the questionnaire as main data collection tool. Structural Equation Modeling (SEM) with Partial Least Square (PLS) is the data analysis technic in this research, and SmartPLS 2.0 as the statistic tools.

Based on the result of this research, the factors in modified UTAUT 2 model that influence the Behavioral Intention of Consumers on using smartphone in Indonesia are Performance Expectancy, Price Value, and Habit. And all moderate variables are proved not influence the construct in this research.

The implication of this research is expected to help management in orther to know the Consumers' preferences, so the probability to get more buyer is increasing.

Keywords: Behavior Intention, Smartphone, Technology Acceptance, UTAUT 2