

ABSTRACT

In this modern era, technological devices are not just computers. Besides computers, in Indonesia there are also many other technological devices, such as laptops, printers, cell phones, smartphones, smartwatches, and many more. In Indonesia, what is now a trend besides smartphones is smartwatch. In the past, watches were only used as watches, but as time went by, smart watches became a partner for smartphone users to make it easy and fast to communicate without removing a smartphone from a pocket, besides there are many sophisticated ones. features that can make daily activities easier and more efficient, smartwatch that is no less interesting is health, navigation etc.

This study uses a quantitative method with the CFA analysis method using SPSS 25. Respondents questionnaire totalling 100 respondents. Sampling was done using a purposive sampling method with a non-probability type that has a smart watch.

Based on the results of the factor analysis, eight factors were formed in the use of a smartwatch. Factors in the use of Smartwatch include Complementary Goods, Perception Aesthetics, Healthology, Habits, Perception of Use, Hedonic Motivation, Individual Mobility, and Operational Imperfections. Among the eight factors, Complementary Goods factor is the most dominant factor for the use of smart watches and plays a role of 25,4%. This shows that based on how respondents feel about the available applications, the ease of updating the smartwatch operating system and the applications available on the smartwatch are fun. These components are complementary items to be able to encourage the use of smartwatches one of which is the application.

Keywords: *Factor Analysis, CFA, Complementary Goods, Perceived Aesthetic, Healthology, Habit, Perceived Usefulness, Hedonic Motivation, Individual Mobility, Operational Imperfection.*