

ABSTRACT

Today, smartphones are an important benchmark of modern telecommunications technology that is rapidly evolving and increasingly influencing consumers in their daily routine behavior. Where the smartphone market in Indonesia has become more competitive, unpredictable, and dynamic than ever before. The smartphone market in Indonesia for the first time in 13 years has experienced a decline over the past two years.

Today the Purchase Decision has become an important concern for smartphone marketers in Indonesia. Every marketer is trying to update their strategy in order to compete in the Indonesian market. Where this research aims to find out what factors can foster smartphone purchasing decisions in Indonesia. This study will adopt the UTAUT2 model in testing the effect of Brand Image, Product Features, Product Support, Perceived Usefulness, Ease of Use, Social Influence and Price Value on smartphone Purchase Decision in Generation Z in Indonesia.

This research uses quantitative methods with descriptive and causal research types. This research uses non-probability sampling techniques with a total of 422 respondents. The data analysis method used is Structural Equation Modeling (SEM) with data processing carried out using SmartPLS 3.

The results of this study found that there is a positive and significant influence of Brand Image, Product Features, Product Support, Perceived Usefulness, Ease of Use, Social Influence and Price Value on Purchase Intention. Then there is a positive and significant influence of Purchase Intention on Purchase Decision. In addition, Gender was found to have a moderating influence on Brand Image, Social Influence, and Price Value on Purchase Intention. In this study, the model can explain consumer behavior in smartphone purchasing decisions by 46.2% which is in the moderate category.

From the research results, smartphone companies can create marketing campaigns that build a good Brand Image by highlighting the quality and superior features of their products. Then the company can develop the level of warranty provided such as the warranty period provided and wider warranty coverage seeing complaints that are often experienced by consumers. Gender segmentation also needs to be done in their marketing campaigns, because men and women have different preferences in forming their purchasing decisions.

Keywords: *Consumer Behavior, Purchase Decision, Segmentation, Smartphone, UTAUT2*