

FACTORS AFFECTING PURCHASE INTENTION OF CONSUMERS TO SMARTPHONE SAMSUNG GALAXY POST USE OF PREVIOUS SMARTPHONE

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Abstract

The offers of a latest type of smartphone is abundant in the market. The decision to buy new or to change to new smartphone has been an act that no need hard effort from the buyers perspective, especially the youngsters. However the motive behind buyer decision to change his or her smartphone or to change to smartphone is not clearly uncovered. This study is aimed to uncover factors that influence the decision of buying new smartphone as a replacement to the old one. The study uses the main construct of innovation adoption, Modified UTAUT2, proposed by Venkatesh. The factors of Modified UTAUT2 further moderated by unconscious intentionally or irrationality factors of Dan Ariely that exists in every person. The study sample is drawn conveniently from Java Island student population who is using or interested in using Samsung Galaxy. The methods of data collection was conducted through questionnaires with Google Form application and sent to 250 smartphone users samples. Data process is performed by using SPSS 20 and SmartPLS 2.0. The results of this study shows a significant influence of variables : social influence, hedonic motivation, habits, and social influence moderated by irrationality to purchase intention behavior.

Keywords: Smartphone Samsung, Purchase Intention, Irrationality, SmartPLS 2.0 , Modified UTAUT 2.

Abstrak

Penawaran tipe mutakhir dari smartphone berlimpah di pasar. Keputusan untuk membeli baru atau untuk mengubah ke smartphone baru telah menjadi tindakan yang tidak membutuhkan usaha keras dari perspektif pembeli, terutama anak-muda. Namun motif di balik keputusan pembeli untuk mengganti smartphonenya atau untuk mengubah ke smartphone tidak jelas terungkap. Penelitian ini bertujuan untuk mengungkap faktor-faktor yang mempengaruhi keputusan membeli smartphone baru sebagai pengganti yang lama. Penelitian ini menggunakan konstruk utama adopsi inovasi yang diusulkan oleh Venkatesh yaitu Modified UTAUT2. Faktor-faktor Modified UTAUT2 selanjutnya dimoderatori oleh faktor ketidaksadaran sengaja atau irasionalitas dari Dan Ariely yang ada pada setiap orang. Sampel penelitian diambil menggunakan metode "convenience" dari populasi mahasiswa Universitas Telkom di Pulau Jawa yaitu para mahasiswa yang menggunakan atau tertarik menggunakan Samsung Galaxy. Metode pengumpulan data dilakukan melalui kuesioner dengan aplikasi Form Google dan dikirim ke 250 pengguna sampel smartphone. Proses data dilakukan dengan menggunakan SPSS 20 dan SmartPLS 2.0. Hasil penelitian ini menunjukkan pengaruh yang signifikan dari variable-variable :

pengaruh sosial, motivasi hedonis, kebiasaan, dan pengaruh sosial dimoderatori oleh irasionalitas terhadap minat beli.

Kata kunci: Smartphone Samsung, Niat Beli, Irasionalitas, SmartPLS 2.0, Modified UTAUT 2.

INTRODUCTION

The offers of a latest type of smartphone is abundant in the market. The decision to buy new or to change to new smartphone has been an act that no need hard effort from the buyers perspective, especially the youngsters. However the motive behind buyer decision to change his or her smartphone or to change to smartphone is not clearly uncovered. This study is aimed to uncover the factors that influence the decision of buying new smartphone as a replacement to the old one. The motives behind the buying of a smartphone have attracted many researchers collaboration among researchers as well as with undergraduate or graduate students. This paper presents UTAUT2 by identifying key additional constructs and relationships to be integrated into customer intention to buy after using the previous smartphone technology.

Park and Chen are researcher who studied the Acceptance and Adoption of the Innovative use of Smartphone in South Korea [1], Huang and Chen studied the Factors of Affecting the Acceptance and Adoption of Smartphone [2], Samuel and Lianto who analyzed the influence of eWOM, Brand Image, Brand Trust and Interest in buying Smartphone product in Surabaya ([3], Lay, Yee, K. L., et al. studied Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y [4], Seo, Kim, and Choi studied the Factors Affecting Smart Phone Application Acceptance [5] and Naing and Chaipoopirutana, who studied the Factors Affecting Purchase Intention of Smartphone in Yangon, Myanmar [6]. While the constructs vary, all studies have shown agreement about significance influences of factors under study to buying intention of smartphone. Park and Chen used TAM, Lay used UTAUT, Semuel and Lianto used its own, Seo, L., Hee., Kim, Taek, G., dan Choi, Ji, Y. (2012) A Study on the Factors Affecting Smart Phone Application Acceptance used UTAUT and Naing and Chaipoopirutana used AIDA. This study is an attempt to uncover factors that influence the decision of buying new smartphone as a replacement to the old one. The study uses the main construct of innovation adoption, Modified UTAUT2, proposed by Venkatesh. The factors of Modified UTAUT2 further moderated by unconscious intentionally or irrationality factors of Dan Ariely that exists in every person.

THE METHODOLOGY USED IN THE RESEARCH

Venkatesh's UTAUT2 and Ariely's Irrationality

UTAUT synthesized elements across eight well known technology acceptance models to achieve a unified view of user acceptance. The eight well known models are: TRA, TAM, MT, TPB, the combined TAM and TPB, the model of PC utilization (MPTU), IDT and the social cognitive theory (SCT). UTAUT is further developed to UTAUT2. [7] [8] As UTAUT2 has its origin the Theory of Reasoned Action (TRA), it raises question whether UTAUT is basically a theory that rationalizes choices as complex as technology adoption. TRA may be viewed as the pioneer in rationalization of technology adoption which looks complex due to a number of complex subjectivity of human. UTAUT set factors that can be served to people/human/respondent and convert it into numbers by giving score to the said factors. It is largely dependent on cognitive ability of human to make a choices and scorings. UTAUT prejudicially regarded as a construct which is built based on standard economic theory assumes that people are perfectly

rational. Then this model extends the unified theory of acceptance and use of technology (UTAUT) to study acceptance and of technology in a consumer context. Our proposed UTAUT2 incorporates three constructs into UTAUT: hedonic motivation, price value, and habit. Individual differences—namely, age, gender, and experience—are hypothesized to moderate the effects of these constructs on behavioral intention and technology use. UTAUT2 has 18 components [7][8] :

1. Performance Expectancy
2. Effort Expectancy
3. Social Influence
4. Facilitating Condition
5. Hedonic Motivation
6. Price Value
7. Performance Expectancy*Age
8. Performance Expectancy*Gender
9. Effort Expectancy*Age
10. Effort Expectancy*Gender
11. Social Influence*Age
12. Social Influence*Gender
13. Facilitating Condition*Age
14. Facilitating Condition*Gender
15. Hedonic Motivation*Age
16. Hedonic Motivation*Gender
17. Price Value*Age
18. Price Value*Gender

Asterisk denotes factor moderated by other factor.

Dan Ariely in his book *Predictably Irrational* writes “*Although a feeling of awe at the capability of humans is clearly justified, there is a large difference between a deep sense of admiration and the assumption that our reasoning abilities are perfect. Human irrationality is about our distance from perfection*”. He further writes that “*People are really far less rational than standard economic theory assumes*”. [9] It turns that human is not perfect in making choices nonetheless scoring difficult factors. In reality, consumers often base purchase decisions on irrational influences. He defines predictably irrationality by : irrationality that happens the same way, again and again.

In her paper “We are predictably irrational”, Terrance M. Hurley wrote : *Economics is also preoccupied with the question: What should people do? Of course the answer to this question depends on what an individual hopes to accomplish. Still, a key lesson from economics is that when people are rational they often do what they should to accomplish their goals. When rationality fails however, it becomes easier to make decisions that will not help accomplish their goals.* [10]

Dan Ariely discusses many modes of thinking and situations that may skew the traditional rational choice theory. There are 13 chapters in total as the following :

1. The Truth about Relativity: Why Everything Is Relative—Even When It Shouldn't Be
2. The Fallacy of Supply and Demand: Why the Price of Pearls—and Everything Else— Is Up in the Air
3. The Cost of Zero Cost: Why We Often Pay Too Much When We Pay Nothing
4. The Cost of Social Norms: Why We Are Happy to Do Things, but Not When We Are Paid to Do Them
5. The Influence of Arousal: Why Hot Is Much Hotter Than We Realize

6. The Problem of Procrastination and Self-Control: Why We Can't Make Ourselves Do What We Want to Do
7. The High Price of Ownership: Why We Overvalue What We Have
8. Keeping Doors Open: Why Options Distract Us from Our Main Objective
9. The Effect of Expectations: Why the Mind Gets What It Expects
10. The Power of Price: Why a 50-Cent Aspirin Can Do What a Penny Aspirin Can't
11. The Context of Our Character, Part I: Why We Are Dishonest, and What We Can Do about It
12. The Context of Our Character, Part II: Why Dealing with Cash Makes Us More Honest
13. Beer and Free Lunches: What Is Behavioral Economics, and Where Are the Free Lunches?

Research Framework

The theoretical framework of this research is based on the modified model UTAUT2 by Venkatesh. (2012), et al. UTAUT2 modified into the new model because this research want to find out the purchase intention with the existence of irrationality factor in consumer mind. This framework showed how technology use in present will affect the interest of consumer in buying the next technology in a smartphone. In this research the dependent variable is the behavior of interest in buying (purchase intention); while the independent variables are the expectation of performance (performance expectancy), expectations of the business (effort expectancy), social factors (social influence), conditions that facilitate (facilitating condition), motivation pleasure (hedonic motivation), the value of a cost (price value), and habits (habit). This UTAUT2 model is further tested whether irrationality plays a role in purchase intention. The test is manifested by applying irrationality factors play a role as moderating variables. The relationship of each independent variable to the dependent variable reflects someone who believes and feels that by using newer smartphone's technology will provide behavioral benefits over smartphone's older technology, which in turn will lead to interest in buying a newer smartphone. However, it is to be further identified whether the decision to purchase is influenced by an irrational perspective which is predictable. Other moderating factors as described by Venkatesh such as gender, age, etc. are intentionally neglected as they roles do not make part of this study.

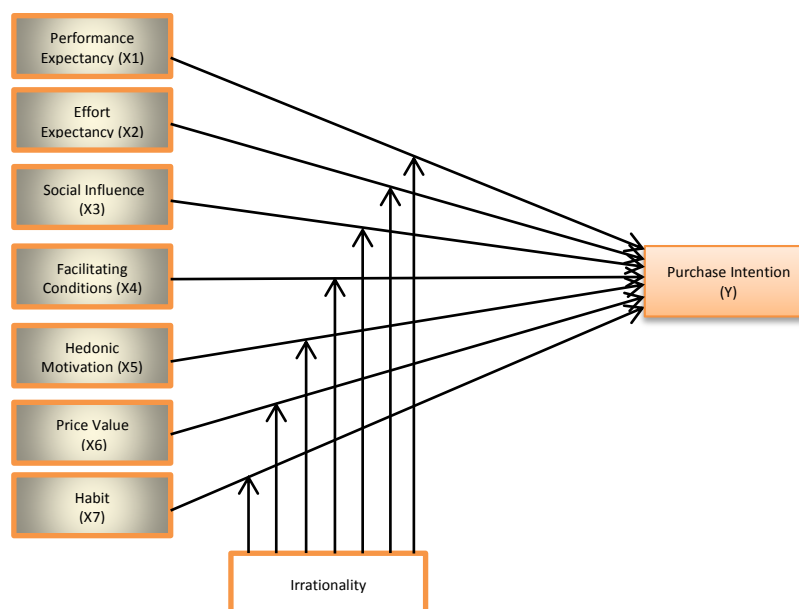


Figure 1. Modified UTAUT2 moderated by irrationality factors

In this study only two cases of Ariely predictive irrationality are considered relevant : relativity and The Fallacy of Supply and Demand, that is Chapter 1 and 2 of the abovementioned chapters list. In case of relativity, everything is relative—even when it shouldn't be. According to Ariely (2008: 6), *“This is the problem of relativity—we look at our decisions in a relative way and compare them locally to the available alternative. We compare the relative advantage of the cheap pen with the expensive one, and this contrast makes it obvious to us that we should spend the extra time to save the \$7. At the same time, the relative advantage of the cheaper suit is very small, so we spend the extra \$7.”* In case of the Fallacy of Supply and Demand, the price of certain goods—and everything else—is up in the air, Ariely (2008: 46) further states : *“I suspect that the price changes would make a huge impact on demand if people remembered the previous prices and noticed the price increases; but I also suspect that without a memory for past prices, these price changes would have a trivial effect, if any, on demand. If people had no memory of past prices, the consumption of milk and wine would remain essentially the same, as if the prices had not changed. In other words, the sensitivity we show to price changes might in fact be largely a result of our memory for the prices we have paid in the past and our desire for coherence with our past decisions—not at all a reflection of our true preferences or our level of demand”*.

Research hypothesis

Based on the research framework research hypothesis is formulated as follows:

- H1: Performance Expectancy (X1) significantly affects the Purchase Intention (Y) smartphone.
- H2: Effort Expectancy (X2) significantly affects the Purchase Intention (Y) smartphone.
- H3: Social Influence (X3) significantly affects the Purchase Intention (Y) smartphone.
- H4: Facilitating Condition (X4) significantly affects the Purchase Intention (Y) smartphone.
- H5: Hedonic Motivation (X5) significantly affects the Purchase Intention (Y) smartphone.
- H6: Price Value (X6) significantly affects the Purchase Intention (Y) smartphone.
- H7: Habit (X7) significantly affects the Purchase Intention (Y) smartphone.
- H8: Influence Performance Expectancy (X1) to Purchase Intention (Y) moderated by Irrationality.
- H9: Effect of Effort Expectancy (X2) on the Purchase Intention (Y) moderated by Irrationality.
- H10: Social Influence (X3) on Purchase Intention (Y) moderated by Irrationality.
- H11: Facilitating Effect of Condition (X4) of the Purchase Intention (Y) moderated by Irrationality.
- H12: The influence of Hedonic Motivation (X5) to Purchase Intention (Y) moderated by Irrationality.
- H13: Effect of Price Value (X6) of the Purchase Intention (Y) moderated by Irrationality.
- H14: Effects of Habit (X7) against Purchase Intention (Y) moderated by Irrationality.

As of Structural Model Measurement (Inner Model Measurement), the rule of thumb is represented in Table 1.

R-Square	Classification
R-Square >= 0.67	Substantial
0.33 >= R-Square > 0.67	Average Variance Extracted

	(AVE)
0.15 <= R-Square < 0.33	Communality

Table 1. Structural Model Measurement Rule Of Thumb.

Sample and Data Collection

This research is quantitative. This study uses Likert type interval scale. The population in this study were all smartphone users interested in using the Samsung Galaxy in Java island. The sample size was 250 respondents. The questionnaires were distributed using email or social media method, a more convenient method to address a larger sample population in a cost effective manner in Java. Due to the difficulty to identify respondent willingness to adopt the Samsung Galaxy upfront, the study used a non probability sampling method to get to the respondents. This study targeted prospective consumers sample which matched to the present requirement. A criterion for selecting respondents was set, that was respondents who were familiar with Samsung Galaxy.

Data Analysis Techniques

Data analysis techniques used in this study is Partial Least Square (PLS). Partial Least Square (PLS) is a technique capable of analyzing latent variables, indicator variables, and measurement error directly. PLS method has its own advantages such as : data does not have a multivariate normal distribution (with a scale indicator categories, ordinal, interval until the ratio can be used on the same model) and the sample size should not be large. Although the PLS is used to confirm the theory, but it can also be used to describe the presence or absence of a relationship between the latent variables. PLS is a powerful analytical method because it can be applied on all scales of the data, does not require a lot of assumptions, and does not require a large sample size. In addition, besides can be used to confirm the theory, PLS can also be used to build a relationship where there is no theoretical basis or for testing proposition. The statistical software used in this study is SmartPLS 2.0. Table 2. depicts the rule of thumb of the Outer Model Measurement.

Table 2. Measurement Model Validity Test

Model Validity	Parameter	Rule of Thumb
Convergent Test	Factor Loading	Greater than (>) 0.5
	Average Variance Extracted (AVE)	Greater than (>) 0.5
	Communality	Greater than (>) 0.5
Discriminant Test	Root AVE and Latent Variable Correlation	Root AVE greater than (>) Latent Variable Correlation
	Cross Loading	Greatest on Construct
Reliability Test	Composite Reliability	Greater than (>) 0.6

THE RESULTS OF THE RESEARCH

Characteristics of Respondents

Characteristics of respondents surveyed in this study were gender, residence, age category , monthly income and employment. The following are characteristics of the respondents of this study :. The composition of male to female respondent is 41 % by 59 %. The respondents is dominated by student with a percentage of 66%. In terms of age, 78 % of respondents aged 16-25 years. In term of

monthly income, 53 % respondents receive below Rp 2,000,000 monthly. In terms of education , 61% have an education past elementary junior high school while 45% of respondents mostly interested in the applications that exist within the smartphone.

The measurement model

The measurement model was analyzed using SmartPLS 2.0 software. The authors asses validity test parameters, and learn that all parameters fit to the rule of thumb. It is concluded that the measurement model is valid through convergence, determinant, and reliability tests. The outer loading variables shows convergent validity in Table 2. FC1 and PI1 loading value each is lower than 0.5, then both are considered not valid, while other loadings are greater than 0.5, then are concluded valid.

Tabel 2. Outer Loading

Variable	Indicator	Loading Value	Conclusion
<i>Performance Expectancy (PE)</i>	PE1	0,976	Valid
<i>Effort Expectancy (EE)</i>	EE1	0,736	Valid
	EE2	0,758	Valid
	EE3	0,781	Valid
	EE4	0,683	Valid
<i>Social Influence (SI)</i>	SI1	0,600	Valid
	SI2	0,724	Valid
	SI3	0,852	Valid
<i>Facilitating Condition (FC)</i>	FC1	0,416	Not valid
	FC2	0,930	Valid
	FC3	0,613	Valid
<i>Hedonic Motivation (HM)</i>	HM1	0,868	Valid
	HM2	0,886	Valid
	HM3	0,715	Valid
<i>Price Value (PV)</i>	PV1	0,686	Valid
	PV2	0,936	Valid
<i>Habit (H)</i>	H1	0,908	Valid
	H2	0,584	Valid
<i>Purchase Intention (PI)</i>	PI1	0,151	Not valid
	PI2	0,880	Valid
	PI3	0,884	Valid
<i>Irrationality (I)</i>	I1	0,780	Valid
	I2	0,796	Valid
	I3	0,782	Valid

The AVE and Root AVE coefficients are Tabulated in Table 3. Discriminant validity test shows all AVE values are greater than 0.5, except for FC whose value is lower than 0.5, however all Root AVEs are greater than (>) Latent Variable Correlation. They are concluded valid.

Table 3. AVE and Root Ave Test

Variabel	AVE	$\sqrt{\text{AVE}}$
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Performance Expectancy (PE)	0,958	0,978
Effort Expectancy (EE)	0,548	0,740
Social Influence (SI)	0,537	0,732
Facilitating Condition (FC)	0,471	0,686
Hedonic Motivation (HM)	0,683	0,826
Price Value (PV)	0,674	0,820
Habit (H)	0,583	0,763
Purchase Intention (PI)	0,526	0,725
Irrationality (I)	0,672	0,786

The composite reliability of measuring instrument is shown in Table 7. The reliability for each of the variable was fairly high (greater than 0.6), which provides confidence on the measurement.

Table 4. Composite Reliability

	Composite Reliability
Performance Expectancy (PE)	0,901
Effort Expectancy (EE)	0,829
Social Influence (SI)	0,773
Facilitating Condition (FC)	0,708
Hedonic Motivation (HM)	0,865
Price Value (PV)	0,801
Habit (H)	0,728
Purchase Intention (PI)	0,720

The Structural Model

Goodness of fit in PLS can be known from the value of Q2 . Value Q2 have the same meaning as the coefficient of determination (R -square / R2) in the regression analysis. Based on the calculation Q2 overall value of this research model is 35.29 % . The structural R square is categorically low. The contribution of parameter R square from each element is tabulated in Table 5.

	R Square
Performance Expectancy (PE)	0,031
Effort Expectancy (EE)	0,084
Social Influence (SI)	0,217
Facilitating Condition (FC)	0,109
Hedonic Motivation (HM)	0,222
Price Value (PV)	0,073
Habit (H)	0,182
Irrationality (I)	0,269
Purchase Intention (PI)	0,427

Table 5. R Square

From structural modeling, significant factors influencing purchase intention are finally derived as shown in Table 6. Significance test is accepted if t-statistic greater than 1.96. It is resulted in only hypotheses H3, H5, H10, H7 and H10 are accepted. The other variables are not significantly influencing the Purchase Intention. The result provides R2=0.35 which is fairly low - in the range of moderate - comparing to Venkatesh' claim that UTAUT could provide coefficient determinant as high as 0.7.

Relationship	Path Coefficient	T-Statistic	T-table	Conclusion
PE → PI	0,0176	0,5637	1,96	H1 Rejected
EE → PI	0,0365	0,2923	1,96	H2 Rejected
SI → PI	0,6727	2,7207	1,96	H3 Accepted
FC → PI	0,0561	0,6952	1,96	H4 Rejected
HM → PI	0,2524	3,0043	1,96	H5 Accepted
PV → PI	0,1062	1,8533	1,96	H6 Rejected
H → PI	0,1359	2,667	1,96	H7 Accepted
PE * I → PI	0,0018	0,274	1,96	H8 Rejected
EE * I → PI	0,318	0,8807	1,96	H9 Rejected
SI * I → PI	-0,6937	2,1032	1,96	H10 Accepted
FC * I → PI	0,2141	1,136	1,96	H11 Rejected
HM * I → PI	0,1651	0,6722	1,96	H12 Rejected
PV * I → PI	-0,0348	0,2746	1,96	H13 Rejected
H * I → PI	0,0385	0,321	1,96	H14 Rejected

Table 6. Factors Describing Purchase Intention

Discussion on the result of the research

The study shows that, the following constructs :

- Social Influence,
- Hedonic Motivation,
- Habit, and
- Social Influence*Irrationality

significantly influence the behavioral intention to buy Smartphone as shown in Table 6. However, the model failed to predict the influence of Performance Expectancy, Facilitating Condition, Effort Expectancy, Price Value, Performance Expectancy*Irrationality, Effort Expectancy*Irrationality, Facilitating Condition*Irrationality, Hedonic Motivation*Irrationality, and Price Value*Irrationality. Social Influence happens to play the highest influence (path coefficient = 0.67, compared to other factors) in sample's intention to buy the Smartphone. This confirms our expectation that gadget market is dominated by individuals whose buying motive is social status. The next influencing factors is Hedonic Motivation (path coefficient = 0.2524) and Habit (path coefficient=0.1359). This factors fell into agreement with the characteristic of hi-end market where social standing drives consumers secondary needs who seek to exploit the capability value of the new technology for their own hedonic benefit. The next influencing factor is Social Influence moderated by Dan Ariely Predictive Irrationality. The authors interpret this factor as normal to individual's assessment on every purchase decision. People tend to buy new technology relying on the advice of his entourage at any given price, where there exists asymmetry of information, for the sake of similarity in social standing.

Conclusion

The study shows that, when it concerns the purchase of Smartphones, more specifically the case for Samsung Galaxy smartphone, the intention to replace to newer model is significantly influenced by the following motives : Social Influence, Facilitating Condition, Hedonic Motivation and Habit. Social Influence, being the greater influencer is where the factor moderated by irrationality plays the role. It has the meaning that irrationality plays through the social influencer.

While part of UTAUT components are successfully able to predict the behavior, it raises question whether UTAUT construct as a whole is the appropriate model to use in the case where commoditized electronic goods such as gadgets are involved as irrationality as describes by Dan Ariely has to be taken into account. It is shown by categorically low R square of 0.35.

Limitation of the research

The placement of Ariely's Irrationality factor as moderating variables is based on assumption that if UTAUT constructs assume rational economic, it should be possible to test whether there would be factors which moderate the degree of choice. However, the finding that only Social Influence is being moderated suggests that perhaps other factors, looking into the definition such as in Hedonic Motivation, has already incorporated Ariely proposition of predictive irrational. Other method of research should be proposed to confirm this allegation. Besides, the selection of sample location as well as sampling technique employed could have harm the result. Next research should remedies those weakness.

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