

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 pose no 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-factors that influence the decision of buying new smartphone as a replacement to the old one. The study utilizes the main construct of innovation adoption proposes by Venkatesh Modified UTAUT2. 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.