

## **ABSTRACT**

*Telecommunication has very significant evolution, ranging from the first generation(1G), Second Generation (2G), Third Generation(3G), and Fourth Generation(4G). 4G provides better value and service than the previous generation, including advanced mobile services and stability. Even 4G smartphone offers various features activities that can be easier for users. However, the deciding factor of buying behavior of 4G smartphone still evolving.*

*The purpose of this paper is to explore how social need, social influence, and convenience affect dependence on smartphones and purchasing behavior in Indonesia.*

*Data collection was conducted using questionnaires distributed to 4G smartphone users in Indonesia. Non probability purposive sampling were used to collect data from 441 respondents. Structural Equation Model (SEM) with Amos 20 was used to test the hypothesis. Analysis software using SEM-Amos to review reveal the factors affecting the use of 4G smartphone purchase behavior.*

*Results showed that social needs, social influence, and convenience significantly affect dependency on smartphone. Social influence had high score that means customers have high good perception for variables. A significant relationship also existed between dependency and purchase behavior 4G smartphone. Social need, social influence, and convenience had significant positive effect on dependency and a positive and significant impact on purchase behaviour.*

*This research suggested to increase social influence through increasing family factor that conduct promotion strategy. Based on descriptive result, in order to give a good promotion strategy, the smartphone manufacturers should give priority to word of mouth.*

*Keywords: Social Need, Social Influence, Convenience, Purchase Behavior, 4G Smartphone*