

ABSTRACT

From year to year smartphone users around the world continues to grow. It also happens in Indonesia, where from year to year smartphone penetration market in Indonesia continues to grow. In a study conducted by Emarketer, Indonesia is a country that is in the position of the 7th most smartphone users in the world. Indonesia also is predicted to continue increasing to the 4th position after China, India, and America. The research area was conducted in Bandung because until 2017, Bandung is one of the city in Indonesia which is fast and easily in adapting to technological development and Bandung is also a city that has big population that reaches 2.771.138 million people and also the third most populous city after Jakarta and Surabaya so it is considered able to represent as a whole Indonesia.

This study measures the interest of smartphone student users in Bandung using UTAUT as a research model with variables that will be analyzed are not only performance expectancy, effort expectancy, social influence, facilitating conditions, but also direct measurement of endogenous variable toward smartphone, and acceptance to use smartphone.

The method to collect data, is done by distributed the questionnaires using google form to 416 respondent with 20 questions from each variables which are spread through Line, Whatsapp, Instagram, and Twitter. After that, the questions are tested by validity and reliability measurement to obtain the valid and reliable variables. Data processing was done by convenience sampling method and primary data was analyzed by using structural equation modeling in LISREL 8.80 program.

Based on the result of data processing to see how the results of the relationship between variables and the following results are performance expectancy and attitude toward using smartphone have a positive and significant impact on the acceptance to use smartphone, while facilitating conditions have no positive and significant influence on the acceptance to use smartphone, for the direct influence of effort expectancy, social influence has a significant influence on attitude toward using smartphone. Meanwhile, for performance expectancy toward attitude toward using smartphone has no positive and significant effect.