

ABSTRACT

Currently smartphone is an important thing for most people of Indonesia, with the large number of people in Indonesia, it is a lucrative market segment for the smartphone industry. Competition smartphone industry globally and in Indonesia itself is very tight, so things - the thing for the attention by the target market, should be noticed also by the smartphone industry itself in order to excel in the competition. Aesthetics is one thing that can be taken into consideration in the selection of smartphone products, not only that, the aesthetic can represent functional value, social value, and emotional value for the most people of Indonesia.

Based on the phenomenon, this study aims to determine the effect of aesthetics on interests directly, or through functional value, social value, and emotional value as a mediation.

This research is a quantitative research with descriptive and causal data analysis. Respondents who researched in this research use 385 respondents that society of Indonesia which have smartphone product and by using purposive sampling technique. The total question in this research is 54 questions representing each measurement of the variables in this study. The collected data is processed by SEM-PLS data analysis technique and using SmartPLS version 3.0 application.

The results showed that there is a significant influence between aesthetic direct relationship to purchase intention, aesthetics toward functional value, aesthetics toward social value, aesthetics toward social value, functional value to purchasing intention and emotional value to purchase intention. This research also shows that there is a significant influence on the indirect relationship between aesthetics to purchase intention if functional value and social value become mediator.

For the smartphone industry that wants to penetrate the market in Indonesia can use competitive advantage strategy of product offering with reference to aesthetic value of the product.

Keywords: smartphone, aesthetics, Perceived value, purchase intention, PLS