

Pengaruh persepsi pengguna terhadap software hardware dan appearance smartphone terhadap intention to adopt smartphone android peran hedonic orientation = The effect of user perception on smartphone software hardware and appearance on intention to adopt android smartphone the role of hedonic orientation / Sik Sumaedi

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Abstrak

Adopsi teknologi oleh pelanggan merupakan salah satu topik yang banyak dibahas dalam literatur pemasaran. Meski demikian, literatur yang membahas adopsi smartphone android masih sangat terbatas. Untuk mengisi kesenjangan yang ada dalam literatur, penelitian ini bermaksud untuk mengkaji adopsi smartphone android.

Lebih spesifik, penelitian ini bertujuan untuk menguji : (1) pengaruh attitude toward using terhadap intention to adopt smartphone android, (2) pengaruh perceived content terhadap attitude toward using smartphone android, (3) pengaruh interface convenience terhadap attitude toward using smartphone android, (4) pengaruh perceived infrastructure terhadap attitude toward using smartphone android, (5) pengaruh design aesthetics terhadap attitude toward using smartphone android, dan (6) pengaruh moderasi hedonic orientation terhadap hubungan design aesthetics dan attitude toward using smartphone android.

Penelitian dilakukan dengan metodologi penelitian kuantitatif. Pengumpulan data dilakukan dengan survey menggunakan instrumen kuesioner. Responden penelitian ini adalah 125 mahasiswa S1 FEUI. Analisis regresi digunakan untuk menguji hipotesis-hipotesis yang diajukan.

Hasil penelitian menunjukkan bahwa attitude toward using memiliki pengaruh positif dan signifikan terhadap intention to adopt smartphone android. Selain itu, hasil penelitian juga menunjukkan bahwa perceived content, interface convenience, dan perceived infrastructure memiliki pengaruh positif dan signifikan terhadap attitude toward using smartphone android. Akan tetapi, penelitian ini menunjukkan bahwa pengaruh design aesthetics terhadap attitude toward using smartphone android serta pengaruh moderasi hedonic orientation terhadap hubungan design aesthetics dan attitude toward using smartphone android tidak signifikan secara statistik.

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Technology adoption by customer is a topic widely discussed in marketing literature. However, literature discussing the android smartphone adoption is still very limited. In order to fulfill the gap in the literature, this research aims to study the Smartphone android adoption.

More specifically, this research aims to examine: (1) the effect of attitude toward using on intention to adopt android smartphone, (2) the effect of perceived content on attitude toward using android smartphone, (3) the effect of interface convenience on attitude toward using android smartphone, (4) the effect of perceived infrastructure on attitude toward using android smartphone, (5) the effect of design aesthetics on attitude

toward using android smartphone, and (6) the moderation effect of hedonic orientation on the relationship between design aesthetics and attitude toward using android smartphone.

This research was performed using the research methodology of quantitative. The data collection was carried out using survey with questionnaire. The research respondents are 125 FEUI undergraduate students. Regression analysis was performed to test the proposed hypotheses.

The research result shows that attitude toward using has positive and significant impact on intention to adopt android smartphone. In addition, the result also shows that perceived content, interface convenience, and perceived infrastructure have positive and significant impact on attitude toward using android smartphone. However, this research shows that the effect of design aesthetics on attitude toward using android smartphone and the moderation effect of hedonic orientation on the relationship between design aesthetics and attitude toward using android smartphone are not statistically significant.