

Pengaruh peer influence terhadap belief, attitude, dan intention untuk memiliki luxury smartphone pada remaja: studi merek iphone pada siswa sekolah menengah atas = The effect of peer influence towards teenager s belief attitude and intention to own luxury smartphone study of iphone brand on senior high school students / Rahmi

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Abstrak

[ABSTRAK

Penelitian ini dilaksanakan untuk memahami pengaruh normative belief (peer influence) terhadap behavioral belief (usefulness, ease of use, enjoyment), normative belief lain (self-congruence), attitude, serta intention untuk memiliki smartphone mewah pada remaja. Model konseptual merujuk kepada teori Technology Acceptance Model. Penelitian dilakukan dengan menggunakan desain penelitian deskriptif single cross-sectional untuk menguji hubungan antar variabel. Data dikumpulkan menggunakan metode survey self-administered questionnaire dengan memanfaatkan siswa Sekolah Menengah Atas sebagai responden. Obyek yang diteliti adalah iPhone. Hipotesis diuji menggunakan Structural Equation Modeling.

Hasil penelitian memperlihatkan bahwa suatu belief ternyata mampu mempengaruhi belief lainnya, selain pengaruhnya terhadap attitude dan intention to own. Peer influence terbukti signifikan mempengaruhi usefulness, ease of use, enjoyment, self-congruence, dan attitude, namun tidak berpengaruh signifikan terhadap intention to own. Perceived enjoyment muncul sebagai determinan terkuat dalam pembentukan attitude dan intention to own pada remaja menandakan menonjolnya nilai hedonis iPhone. Attitude terbukti masih memegang peranan penting dalam pembentukan intention. Usefulness tidak berpengaruh terhadap attitude dan intention, demikian pula ease of use tidak berpengaruh terhadap attitude yang menunjukkan remaja belum mampu melakukan penalaran kognisi yang kuat, masih dalam proses perkembangan emosional dan masih belum dapat berpikir secara rasional.

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ABSTRACT

The purpose of this study is to understand the normative belief (peer influence's effect towards teenager's behavioral beliefs (usefulness, ease of use, enjoyment), other normative belief (self-congruence), attitude, and intention to own luxury smartphone. Conceptual model refers to Technology Acceptance Model. The research is conducted using single cross-sectional descriptive research design to test relationships between variables. The data is collected using survey method (self-administered questionnaire) with senior high school's students as

respondents. Research object is iPhone. Hypotheses are tested using Structural Equation Modeling.

The result shows that a belief can influence other beliefs, attitude, and intention to own. Peer influence significantly influences usefulness, ease of use, enjoyment, self-congruence, and attitude, but does not affect intention to own. Perceived enjoyment emerges as the strongest attitude's determinant and also intention to own's determinant which reflects the salience of iPhone's hedonic value. Attitude still plays important role in forming intention. Usefulness does not affect attitude and intention to own as well as ease of use does not affect attitude, these reflects teenager's inability to perform complex cognitive appraisal, process of emotional development, and inability to think rational., The purpose of this study is to understand the normative belief (peer

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