

# Pengaruh Aspek Hardware, Software, Desain, Perceived Value, dan Motivasi Konsumen Dalam Keinginan Melakukan Pembelian Smartwatch = The Influence of Hardware, Software, Design, Perceived Value, and Consumer Motivation on Intention to Purchase Smartwatch

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## Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh&nbsp;&nbsp;  aspek terkait <em>hardware, software</em>, desain,<em> perceived value,</em> dan motivasi konsumen dalam keinginan pembelian (<em>purchase intention</em>) <em>smartwatch. </em>&nbsp;&nbsp; Jenis <em>smartwatch</em> yang menjadi objek dalam studi ini adalah smartwatch secara umum. Jumlah sampel yang digunakan adalah 330 responden, dengan kriteria warga Indonesia pria dan wanita dewasa (diatas 17 tahun), mengetahui apa itu <em>smartwatch</em>, dan belum pernah memiliki <em>smartwatch </em>&nbsp;&nbsp; sebelumnya. Dari penelitian diketahui bahwa keinginan pembelian <em>smartwatch </em>dipengaruhi oleh <em>attitude </em>dan motivasi konsumen<em>, </em>sedangkan <em>attitude </em>sendiri dipengaruhi oleh <em>hardware, </em>motivasi konsumen, dan <em>perceived value. </em>Untuk variabel <em>perceived value </em>konsumen dipengaruhi <em>software </em>dan desain dari <em>smartwatch.

*This research&rsquo;s purpose is to know about influence of hardware, software, design, perceived value, and consumer motivation on intention to purchasing smartwatch. The object in this research is smartwatch in general. This research used 330 sample respondents, which classified as male and female adult Indonesian citizen (above 17 years old), know about smartwatch, and never have smartwatch before. The research showed that purchase intention affected by attitude and consumer motivation, while attitude affected by hardware, consumer motivation, and perceived value. Consumer&rsquo;s perceived value itself, affected by software and design aesthetics of a smartwatch</i>*