

FAKTOR-FAKTOR YANG MEMPENGARUHI PURCHASE INTENTION OF SMARTPHONE SECOND

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Smartphones are one of the important items that people need. Smartphone ownership in Indonesia is growing rapidly. Environmental concerns also include one of the authors' concerns so smartphone ownership will be linked to environmental concerns. Purchasing a second smartphone can help a person in reducing the amount of electronic waste that can be in line with environmental awareness actions. This research it will discuss about the factors that influence one's interest in buying smartphone in second condition. There are eight independent variables, namely previous experience, perceived access to secondary market, corporate reputation, extending product lifetime, recycling of used products, and subjective norms (families, friends, extended friends). While the dependent variable studied is the purchase intention of smartphone second.

The research analysis was done by using multiple regression method. The alpha value used in this study was 0.05. The conclusion obtained based on the research conducted, there are three of eight independent variables that have a significant influence on purchase intention of smartphone second. The three variables are previous experience, extending product lifetime, and subjective norm: friends. While the oilier live variables have no significant effect on purchase intention of smartphone second

Keyword: Smartphone, Second, Purchase Intention, Previous Experience, Perceived Access, Corporate Reputation, Extending Product Lifetime, Recycling of Used Products, Subjective Norm.