

INTISARI

Penelitian ini bertujuan untuk menguji *Antecedents* dan *Consequence* dari *Dependency on Smartphone* Mahasiswa di Surabaya. Dimana *Antecedents* dari *Dependency on Smartphone* adalah *Social Needs*, *Social Influence* dan *Convenience*. Sedangkan *Consequence* dari *Dependency on Smartphone* adalah *Purchase Behavior*.

Penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* yang disebut AMOS 16 untuk pengujian model *measurement* dan *Structural*. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel dari responden merupakan mahasiswa di Surabaya, menggunakan *smartphone* lebih dari 2 tahun, aplikasi *smartphone* mudah didapatkan, *smartphone* membantu menyelesaikan pekerjaan, kinerja *smartphone* cepat dan efektif, dan berdomisili di Surabaya. Responden dalam penelitian ini berjumlah 170 orang.

Hasil penelitian ini menunjukkan bahwa *Social Needs* dan *Social Influence* memiliki pengaruh positif dan signifikan pada *Dependency on Smartphone*. Dan *Dependency on Smartphone* berpengaruh positif pada *Purchase Behavior*. Sedangkan *Convenience* berpengaruh positif tidak signifikan terhadap *Dependency on Smartphone*.

Kata kunci: *Social Needs*, *Social Influence*, *Convenience*, *Dependency on Smartphone* dan *Purchase Behavior*

ABSTRACT

The purpose of this study is to investigate Antecedents and Consequence from Dependency on Smartphone of college student in Surabaya. The Antecedents of Dependency on Smartphone are Social needs, Social Influence, and Convenience. Moreover the Consequence of Dependency on Smartphone is Purchase Behavior.

This research used Structural Equation Modeling (SEM) with software called AMOS 16 to test the Measurement model and structural model. This study used purposive sampling approach, in which sample of respondents are college student in Surabaya University, using smartphone more than two years, smartphone applications easy to obtained, smartphone helps to finish the job, performance of smartphone is fast and effective. Respondents in this study are amounted to 170 people.

The result of this research showed that Social Needs and Social Influence have positive significant impact on Dependency on Smartphone, Convenience have positive insignificant impact on Dependency on Smartphone. Moreover Dependency on Smartphone have positive significant impact on Purchase Behavior collage student in Surabaya.

Keywords: Social Needs, Social Influence, Convenience, Dependency on Smartphone, Purchase Behavior.