

## **ABSTRACT**

*Over the past five years (2017-2021), there has been a decrease in Samsung's smartphone market share, while the market share of other brands has increased significantly. This study evaluates and analyzes technology, price, and e-wom, in smartphone purchase intentions. The author sends an online survey questionnaire for the customer using smartphones and collected 311 valid respondents from Jabodetabek. The analysis method used in the study is the Structural Equation Model (SEM) with Smart-PLS software. According to the findings of this study, technology, perceived price, and e-wom have positive significant effect towards purchase intention. Perceived price have positive significant effect towards e-wom, while technology is not have significant effect towards e-wom. E-wom can mediate perceived price against purchase intention, but can't mediate technology against purchase intention. Moreover, this study suggests some recommendation to business to attract more customers to buy smartphone.*

*Keywords: Technology, Perceived Price, E-Wom, Purchase Intention, Smartphone*

## ABSTRAK

Selama lima tahun terakhir (2017-2021), telah terjadi penurunan pangsa pasar *smartphone* Samsung, sementara pangsa pasar merek lain telah meningkat secara signifikan. Studi ini mengevaluasi dan menganalisis *technology*, *price*, dan *e-wom*, dalam niat pembelian *smartphone*. Penulis mengirimkan kuesioner survei *online* untuk pelanggan yang menggunakan *smartphone* dan mengumpulkan 311 responden valid dari Jabodetabek. Metode analisis yang digunakan dalam penelitian adalah *Structural Equation Model (SEM)* dengan *software* Smart-PLS. Menurut temuan penelitian ini, *technology*, *perceived price*, dan *e-wom* berpengaruh signifikan pada niat pembelian *smartphone*. *Perceived price* berpengaruh signifikan pada *e-wom*, sedangkan *technology* tidak berpengaruh signifikan pada *e-wom*. *E-wom* dapat memediasi *perceived price* terhadap niat pembelian *smartphone*, tetapi tidak dapat memediasi *technology* terhadap niat pembelian *smartphone*. Terlebih lagi, studi ini menyarankan beberapa rekomendasi kepada bisnis untuk menarik lebih banyak pelanggan untuk membeli *smartphone*.

Kata Kunci: *Technology*, *Perceived Price*, *E-Wom*, Niat Pembelian, *Smartphone*