

ABSTRACT

Analysis of Influential Factors of Students Against Use of Smartphones by STT MUSI Palembang

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This research is motivated by a number of students who use a smartphone but has not been fully used for the benefit of lectures on STT MUSI Palembang. This study aims to determine the factors that influence the use of smartphones by students STT MUSI Palembang. The independent variables in this study, which is a factor of expediency, convenience factor, factor of brand image and community factors whereas, the dependent variable in this study is a smartphone users by students STT MUSI Palembang. The samples used were 79 respondents with a stratified random sampling. Multiple linear regression analysis was used as a data analysis technique.

The results showed that community factors significantly influence the use of smartphones by students STT MUSI Palembang. While variable usefulness, ease, and brand image significantly and negatively related to the use of smartphones by students STT MUSI Palembang.

Keywords : The use of smartphones, stratified random sampling, Multiple Linear Regression