

The Roles of Behavioral Control and Trust toward Samsung Smartphone Purchase Decision (An Empirical Study in Management Department Student Halu Oleo University)

Sinarwati¹, Rahmat Madjid², Andi Adry Alamsyah³

^{1,2}Department of Management, Faculty of Business and Economics, Halu Oleo University

³Under graduate student Department of Management, Faculty of Business and Economics, Halu Oleo University University

Abstract: *This study aims to identify the influence of behavioral control and trust toward decision making on Samsung Smartphone on Management Department Student. The approach of this study is survey using sample drawing techniques based on proportional Stratified Random Sampling. Thus the total sample in this study was fixed at 44. Method of data analysis used in this study namely Confirmatory Factor Analysis (CFA) and Multivariate regression. The results showed that the control behavioral had negative and insignificant influence on purchase decision. Then trust had positive influence and significant on purchase decision. Finally, behavioral control and trust simultaneous has significant effect on purchase decision. This means that the higher the behavioral control and trust in one product simultaneously can contribute significantly to increase the purchase decision.*

Keywords: Consumer Behavior, Trust, Purchase Decision

1. Introduction

Utilization of purchasing service via internet other than to bring many benefits for businesses, it can also be benefited by online consumers. Such as providing comfort, customers do not need to cope with traffic, no need to find parking area and walking from store to store (Kotler & Armstrong, 2002). Purchasing online offers consumers some additional advantages, commercial online services, and internet gives consumers access to abundant comparison information, information about your company, products and competitors. The consumer's purchasing process via online has been popular these days; about half of the internet populations have made a purchase via online (CNNIC, 2012). Based on the data from 10 internet-user countries, Indonesian is at the 8th rank all over the world with 55 million users and penetration rate of 22 per cent from the population (Internet World Stats, 2013). However, when it is compared with the number of internet users in Asia, Indonesia occupies the 4th position after China, India and Japan (Internet World Stats, 2013).

The indicator of consumer considerations in buying the product is currently affected by a variety of factors. Kotler & Keller (2009) the results of the purchase of a product is influenced by various factors, namely marketing mix, the range of economic, technological, political and cultural characteristics of consumers and consumer psychology (motivation, perception and attitude). The development of Web 2.0 technologies has triggered rapid growth of online communities for example, Facebook, which is the largest global online community. It hosts more than 200 million users in the worldwide. Indonesia is the fourth largest country using Facebook in the world after the United States, Brazil and India (Socialbakers, 2014). According to data from the

Nielsen company (Online business, January 2013), in the second half of 2011, by 70 per cent to 80 per cent of domestic consumers will do shopping online.

Consumer behavior is the actions of individuals who are directly involved in obtaining, consuming, and used products and services, including decision-making processes that precede and follow these actions (Engel, et al., 1994). The meaning is to note that the understanding of consumer behavior is not an easy job, but it is difficult and complex, especially due to the many variables that influence and the interaction of these variables. Even so, the pertinent company will be able to gain greater profit than its competitors because understanding the company consumer behavior can give better satisfaction to the consumer (Kotler, 2005). Another consumer behavior that should be noted is in purchasing decision. The rational consumer decision-making in purchasing Smartphone strongly focus on the functional benefit. This makes producer must work harder to approach consumer so they know what consumer want and the various consumer behavior.

Theory that matched to predict consumer behavior is the Theory of Planned Behavior (TPB). TPB itself developed by Ajzen in 1991, in which the TPB, behavior is influenced by perceived intense and behavior control. Intense assumed include motivational factors that influence behavior. These factors, such as how strong someone willing to work to be able to do an act. But the behavior is not only influenced by motivation, behavior is also influenced by factors such as non-motivational factors like time, expertise, money and support from other person. Non-motivational factors are referred to as actual control of the behavior (Ajzen, 2006).

Referring to the theory of consumer behavior which specifies in TPB explains that purchasing decisions are influenced by behavioral control. Ajzen & Driver (1992), Perceived Behavioral Control (PBC) is a control action that reflects the confidence of access resources on the opportunity to perform a behavior. Leon Sheffman & Leslie Lazar Kanuk (2008) says that: "the decision is the selection of two or more alternatives." Kotler and Armstrong (2008) suggested that: "the purchase decision is the decision process in which consumers make purchases on the actual product". Research on the effect of perceived behavioral control on purchasing intention via online by using the concept of TPB has been done by several researchers.

Purchasing decisions beside influenced by the behavioral control it also influenced by the trust. Trust is the basis to implement business activities. A business transaction between two or more parties will happen when they have mutual trust. Trust is not only can be recognized by other business partners, but must be built from the start and it can be proved (Olmos 2011). Kotler (2000) purchase decision is a person attitude to buy or use a product whether it is goods or services that have been believed to be the spot itself and the willingness to bear risks that may rise. Support research results show that purchasing decisions are influenced by behavioral control. Kim & Chung (2011), there is a significant relationship between consumer values and attitudes, environmental awareness and consciousness of appearance, health conscious consumer attitudes to organic personal care products.

Huang et al. (2011), shows that the attitude behavioral control and past experience has significant and positive effect on the intention to purchase on online auctions, whereas subjective norm is insignificant. Other support from the results of the research showed that the purchase decision is not only influenced by behavioral control, but is also influenced by trust. Hsiao et al. (2010) showed that perceptions of ability, perception of benefaction, critical time perception, and trust in the website are four important antecedents of trust in recommendations of products in social network sites. Trust in product recommendations can influence consumer intentions to purchase from the website. Similarly, consumer confidence on the website can increase their trust to recommend product. While internal perceived behavioral control insignificantly affects purchasing decisions.

Other than perceived behavioral control and trust is the best variable to predict future behavioral. In order to predict future behavior, in order to integrate those past findings, the researchers use the TPB with past experience effect. The research results on trust are done by Becerra & Korgaonkar (2011), Hsiao (2010), Lee *et al.* (2011a, b), Harris & Goode (2010), Eastlick & Lotz (2011), who conclude that, trust has positive and significant impact on purchasing decisions. Consumers' trust positively influences their purchasing attitudes, intentions and behaviors (Petty & Wegener, 1998). While Jani & Han (2011) conclude that trust has not significant effect on consumers' purchasing decisions.

Variations on these results are interesting research gaps for further study to the development of previous studies. The

key problem in this study is whether behavioral control and trust simultaneously has partial influence on purchasing decisions? The purpose of this study is explained the influence behavioral control and trust on purchasing decisions and testing the simultaneous influence of behavioral control and trust on purchase decision. The contribution of the study in theoretical and practical are as follows increase the knowledge, experience, insight and become material in the application of research methods, in particular on the role of control behavioral knowledge and trust of the consumer purchase decision, and can also be used as comparison for further research. However, be taken into consideration and additional information specifically for Smartphone manufacturers Samsung and generally for the producers in both kind and in other sectors or to the prospective of new producers.

2. Review Literature

Fishbein and Ajzen (1975), purchase decision is subjective probability about one's estimation of how big the probability to perform a particular action. Purchase decision can be inferred as estimation on how much an individual will perform a particular behavior. Purchasing decision is behavior that emerges as response on an object. Purchasing decision is also as interest in doing repeat buying which shows customer's intention to purchase (Assael, 2004). Furthermore Ajzen (1985, 1991), Perceived behavioral control/ PBC reflect trust regarding to access of resources and opportunities needed to behave. A number of empirical studies show that there is a relationship between perceived behavioral controls in intention (Ajzen, 1991). The measurement of perceived behavioral control is the perception of the resources, knowledge and ability to perform the behavioral (Ajzen, 1991). Becerra & Korgaonkar (2011) defines that trust is assessment of one's relationship with others in doing certain transactions and trust in uncertain environment. According to Mayer *et al.* (1995), there are three factors that influence one's trusts against the others, which are ability, benevolence and integrity. Trust in online environment is the most important because of the complexity and diversity of online interactive and it may result on unexpected and not genuine behavior (Gefen and Straub, 2003).

Studying consumer behavior is not a simple problem because the study of consumer behavior is an important policy for marketing. Understanding consumer behavior should be placed in the context of the marketing paradigm that is now taking place, which is market paradigm that driven marketing. Therefore it is necessary to understand the competitive environment that can be sorted into five competitive forces in the industry. The main purpose is to serve and satisfy the needs and desires of consumers. Therefore, marketers need to understand how consumer behavior in order to satisfy the needs and desires of the consumer. Understanding consumer behavior it can be used to plan the marketing strategy that should be applied based on the factors that influence consumer behavior in which there are several factors that influence consumer behavior in choosing the product that will be bought or used. Schiffman

& Kanuk (2010), a number of factors that influence consumer behavior, namely:

1. Cultural factor, influence the broadest and most in-depth on consumer behavior, divided in culture, subculture, and social class. Culture is the most fundamental determinants of the desire and behavioral, this factor includes a series of system values, perceptions, preferences, and behaviors that learned from family in the community group.
2. Social factors, consumer behaviors is influenced by social factors such as family reference group and the role and status, a reference group consisting of all the groups that have direct or indirect influence on the conviction and behavior of a person, family is the most influential group on the behavior of a person.
3. Personal factors, consumption patterns and the selection of a product will be greatly influenced by the stages in the life cycle, occupation, lifestyle, economic conditions, and the buyer's personality and self-concept.
4. Psychological factors, a motive or encouragement is requirement that can push a person to act. Psychological factors are factors that originate from within the consumer, in which purchase decision process are influenced by the purchase motivation, consumer perception, learning, along with attitude and confidence.
5. From the above description it can be concluded that the factors that influence consumer behavior is inseparable from cultural factors, social, personal and psychological because consumption patterns and product preferences each consumers different from each other. Consumer behavior is the actions of individuals who are directly involved in obtaining, consuming, and used the products and services, including decision-making processes that precede and follow these actions (Engel, et al., 1994). Other consumer behavior that must be noted is about purchase decision. Consumer decision in the rational purchase of a Smartphone very focused on functional benefit. Consumers at this time are more selective in choosing the product that will be used because there are many products offered and have different advantages to each other.

This makes it even harder for producers in terms of the approach to the consumer so that it can know what consumer wants and various consumer behaviors. Ajzen & Driver (1992), the behavioral control is an action control that reflects the trust of access resources on the opportunity to perform a behavior. These resources can be time, money and other resources specifically involved in the behavior. The second component is self-efficacy (Ajzen, 1991), confidence in the individual to perform a behavior (Bandura, 1982). Leon Sheffman & Leslie Lazar Kanuk (2008) suggested that: "the decision is the selection of two or more alternatives." While Kotler & Armstrong (2008) suggested that: "the purchase decision is the decision process in which consumers make purchases on the actual product."

There is a lot of research that examines the relationship between behavioral control variables with purchasing decisions. In this study, researchers tried to take previous research that also conducted on the relationship between behavioral control variables with purchasing decisions where previous research is used as a reference material in this study.

And previous research used by the researchers in this study was the analysis done by Kim & Chung (2011) titled "Consumer purchase intention for organic personal care products" and the study done by Huang et al., (2011) results obtained in the study conducted by Kim & Chung (2011) namely: there are no significant relationship between consumer values and attitudes, environmental awareness and consciousness of appearance, health conscious consumer attitudes to organic personal care products. These results provide the difference on the purchase behavior of consumers of organic food and organic personal care products. Moreover, the results showed that all the predictions TPB (attitude, subjective norm, behavioral control) was significantly correlated with the intention to buy organic personal care products. While the results obtained in the study conducted by Huang et al. (2011) shows that the attitude, behavioral control and past experience has significant and positive effect on the intention to purchase on online auctions, whereas insignificant on subjective norm. Moreover, past experience has a positive impact on the behavioral control.

Trust is the basis of the implementation of business activities. A business transaction between two or more parties will be happen when they had mutual trust. This trust is not so easily be recognized by other business partners, but must be built from the beginning and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers that consumer satisfaction can be realized in accordance with the expected (Olmos, 2011). Kotler (2000) attitude of a purchase decision to buy or use a good product in the form of goods or services that we believe will satisfy him and willingness to bear the risks that may be caused. Purchasing decisions are taken by the buyer actually is a group of a number of decisions that are organized. Hsiao et al. (2010) showed that perceptions of ability, perception of benefaction, critical time perception, and trust in the website are the four important antecedents of trust recommendation of product in social networking sites. Trust in product recommendations can influence consumer intentions to purchase from the website. Similarly, consumer trust on the website can increase their trust to recommend a product.

Ristiyanti and Ihalauw (2005), a marketing strategy is designed to increase the chances of consumers to have a positive perception and feeling of products, services and specific brand, and will try the product, service or its brand. To develop competitive marketing strategies, marketers need to know where the consumer is likely to buy the products, what factors that likely causes they like the product, what criteria are used in deciding to buy the product, how they obtain information about the product etc. Therefore, consumer behavior is one of determining factor in the success of the marketing strategy in terms of increasing consumer purchasing decisions. Thus, the behavioral control and trust customers will have an impact on purchasing decisions. Thus, the hypothesis that the proposed in this study is:

H1. Behavioral control has a significant positive effect on purchase decision.

H2. Customer trust has a significant positive effect on purchase decision.

H3. Behavioral control and customer trust has a significant positive effect a simultaneously on purchase decision. These theoretical considerations suggest a conceptual framework as the one illustrated in Fig. 1 where the arrows indicate a cause-effect.

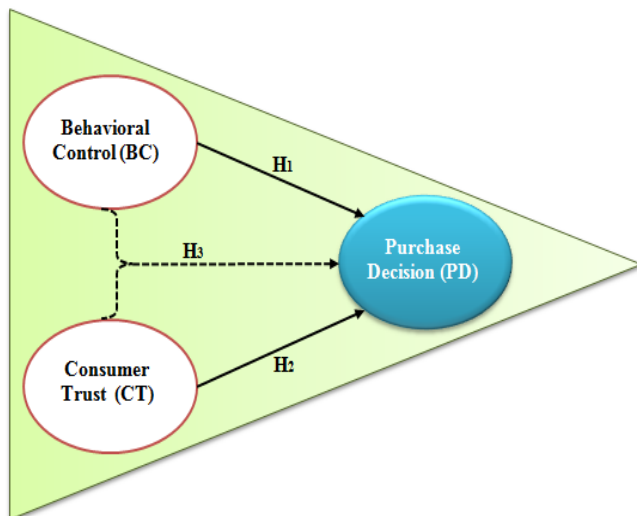


Figure 1: Conceptual Framework and Research Hypothesis

3. Research Method

The design of this study used explanatory research approach. Explanatory research study intended to clarify the causal relationship between variables through hypothesis testing or to obtain accurate testing in causal deduce the nature (causality) between variables and further choose an alternative action (Cooper & Schindler, 2003). Population in this research is all of management department student who is Samsung Smartphone users that has total 103 people. Spread distribution Samsung Smartphone user population in this study based on the classification of students per phase. Sampling technique of this study is based on proportional Stratified Random Sampling. Thus the total sample set in this study is 44 people. As for the distribution of the sample according to the classification of students from phase 2009-2014 as follows: (a) 2009 = 5 person (11,36%); (b) 2010 = 7 (15,91%); (c) 2011 = 8 (18,18%); (d) 2012 = 7 (15,91%); (e) 2013 = 8 (18,18%), and (f) 2014 = 9 person (20,45%). Data collection research using the survey method. His collection of data used questionnaires that distributed to the students of management department of economics and business faculty, which is the consumer of Samsung Smartphone. A survey, namely data collection, using a list of questions that will be shared to the students to be filled according to the answers already provided. This method gives the responsibility of the respondent to read and answer questions. However the researcher conduct in-depth interviews to fine tune the information. Therefore this technique support and reveal the facts behind quantitative analysis information. Method used in-depth interview data collection refers to. There are two ways In-depth interviews, i.e. closed-open interviews and documentation interview result. The more detailed interviews carried out by researchers where the respondents are considered to be able to explain the substance of this study. The measurement of data from all research variables used the Likert scale. The

determination Likert scale in this study used a 1 to 5 level scale for all variables. A five-point Likert scale was employed with a score of 1, indicating “strongly disagree”, and 5, representing “strongly agree”, to extract the different attitudes of respondents (Malhotra at al., 2010; Cooper & Schindler, 2003).

Finally, the method to analyze the data is confirmatory factor analysis (CFA) and then extended to the Multivariate regression analysis using SPSS Software. The model equation multivariate regression analysis as follows:

$$PD = \beta_1 (BC) + \beta_2 (CT) + e_i \dots \dots \dots (1)$$

Where: PD (Purchase Decision); BC (Behavioral Control) and CT (Consumer Trust), β is the standardized regression coefficient beta, e_i = error of measurement (Solimun, 2010).

4. Data Analysis And Results

The sample of respondents of this study was the students of management department faculty of economics and business, which is Samsung Smartphone user in total 44 people. Thus the characteristics of the respondents intended to describe the characteristics of respondents who used the sample according are: gender, age and experience using the product Smartphone. Table 1 above can be seen that the research respondents' male sex has a total of slightly more, that is 38.64% or by 17 people compared with women ie 61.36% or by 27 people. This indicates that at the management department of economics and business faculty use Samsung Smartphone in majority used by the freshman. A characteristic of respondents by age Smartphone users at the management department Samsung between the ages of 17 years up to 23 years, which is where the age of the respondents who dominate the Samsung Smartphone namely age range of 19-20 years. If seen from the condition of the age of the respondents in this study can be summed up into age/productive age. A characteristic of respondents based on the old Samsung Smartphone use dominated at the Management Department is less than 2 years. From the results obtained it can be concluded that the older Samsung Smartphone used in Management Department has categorize quite old. The analysis description of the characteristics respondents are presented in Table 1.

Table 1: Respondents profile

Respondents	Profile	Frequency	Percent	Cumulative Percent
Gender	Male	17	38.64	38.64
	Female	27	61.36	100
Age	17 – 18	6	13.64	13.64
	19 – 20	21	47.73	61.37
	21 – 22	16	36.36	97.73
	23	1	2.27	100
Experience using the product Smartphone	≤ 2	39	88.64	88.64
	3 - 4	3	6.82	95.46
	5 - 6	1	2.27	97.73
	7	1	2.27	100

Notes: n = 44

A behavioral control contemplated in this research is the perception of the students in conducting confidence-owned resource availability. As measurement indicator behavioral control in this study include; financial resources, skill, knowledge and information. Trust question in this study is the attitude of students who feel optimistic about the Smartphone Samsung products that meet its obligations as a Smartphone up to the expectations. As an indicator of measurement in this study is the trust of the brand, trust in quality, trust will be the fulfillment of the needs and trust of the advertising promises. Purchasing decisions referred to in this research is the process of taking action a student to choose a Samsung Smartphone with behavioral control considerations and trust that he/she has and then make a purchase his own Samsung's Smartphone. The indicator measuring the purchasing decisions in this study is the product attractiveness, fitness resources belonging, and a brand which is in trend, quality of products, good/nice, appropriate to the needs and desires as well as repeat purchase interest.

Based on the results of factor analysis measurement model indicators behavioral control variables in Table 2 is obtained measurements covering three items; financial resources belonging to, the ability/skill and knowledge possessed information that is valid for use in the measurement indicators reflect behavioral control because they have the eigen value of $1,826 \geq 1$. Test results can also be proved by the third factor loading estimates behavioral overall control indicator is above 0.70. This result reflects that the correlation between the three indicators of overall behavioral control has significant in reflecting behavioral control variables.

The results of factor analysis, if carefully observed from the obtained loading factor ability/skills possessed looked strong in the control variables that reflect behavioral control. The estimated value of the loading factor on the ability/skills possessed greater than most other items of 0.808 which is then followed by financial resources owned by the estimated value of 0.786 and the smallest factor loading estimates on control variables behavioral is knowledge possessed information that is of 0.745. These results confirm that the indicator of ability/skills acquired to make a purchase is the most important indicator/control variables reflect strong behavioral control. Indicator measurement customer trust namely: trust in the brand, trust in the quality of the product, trust in the fulfillment of the needs and wishes and trust of the promise of advertising valid for use in the measurement indicators reflect trust because the eigenvalues of $2,789 \geq 1$. Test results can also be proved by the fourth factor loading estimation of measurement confidence indicator is above 0.70. This result reflects that the correlation between confidence indicators fourth overall significant variables reflect trust.

Factor analysis results if observed from loading factor value gained confidence in the quality of the product is seen strongly in the variable reflecting the trust. Value estimation of loading factor on confidence in the quality of the product than most other items namely of 0,879, later followed by confidence in the brand-value estimation of confidence,

further 0,855 promise of advertising with the value estimation of 0,812 and value estimation of the smallest factor loading on the variable trust is a trust in the fulfillment of the needs and desires of 0,791. These results confirm that the indicator of trust in the product quality is the most important/strong indicator that reflects trust variable.

Based on the results of the factor analysis measurement model indicators purchasing decision variables were obtained six measurement items include; attractiveness of the product, the suitability of its resources, the brand that is a trend, a good quality product, suitability to the needs and desires and repeat purchases over the same products valid for use in the measurement of the indicators reflect the purchasing decision because it has the value of 3.262 eigenvalues ≥ 1 . The test results can also be proved with the estimated value of the factor loading sixth overall behavioral control indicator is above 0.70. This result reflects that the correlation between the six indicators of the overall purchase decision variables significant in reflecting a purchase decision.

The results of loading factor value obtained good product quality strong deemed to reflect a purchase decision variable. The estimated value of loading factor on the quality of products good/excellent compared to most major other items which amounted to 0.830, followed by a repeat purchase with the estimated value of 0.792, followed by the appeal of the product with the estimated value of 0.749, the next followed by the suitability of the need and desires with the estimated value of 0.738 then the suitability of the resources owned by the estimated value of 0.750 and the estimated value of the smallest factor loading on the variable purchase decision is a brand that is a trend which is equal to 0.746. These results confirm that a good indicator of product quality/good an indicator of the most important/strong in reflecting the variable purchase decision.

Table 2: Mean, Loading Factor and Eigenvalues

Construct/Indicators	Mean	Loading Factor	Eigenvalues
Behavioral control (BC):	3.76		1.826
BC1. Owned financial resources	3.64	0.786	
BC2. The ability / skills possessed	3.48	0.808	
BC3. Knowledge of information held	4.16	0.745	
Customer Trust (CT):	4.01		2.789
CT1. trust of brand	4.00	0.855	
CT2. trust of quality	4.11	0.879	
CT3. The trust in the fulfillment	4.07	0.791	
CT4. Trust on fulfillment of the needs	3.86	0.812	
Purchase Decision (PD):	3.93		3.262
PD1. appeal of the product	4.20	0.749	
PD2. Conformity available resources	3.66	0.750	
PD3. Brand which is a trend	3.95	0.746	
PD4. The quality of products good	4.07	0.830	
PD5. Conformity with the needs	4.02	0.738	
PD6. Purchase over similar products	3.68	0.792	

Notes: loading factor (Acc. value > 0.70); Significance at: *p < 0.05.

Test results using multivariate regression analysis can be presented in Figure 2 and Table 3.

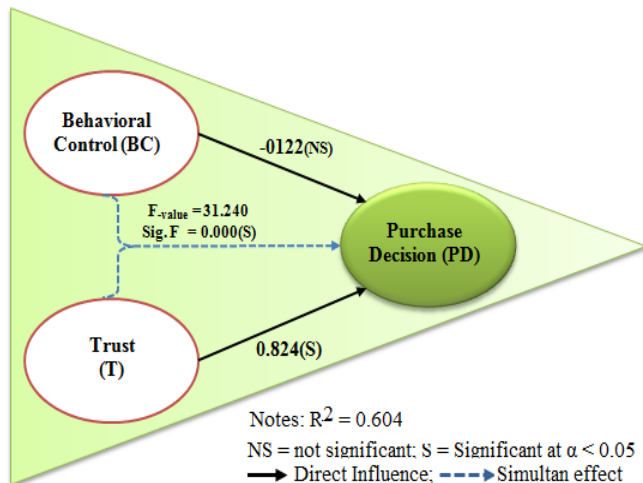


Figure 2: Path Coefficients and Hypothesis Testing

Table 3: Summary of Multivariate Regression Analysis

Variables	Standardized Coefficient	Sig. t	Results
Behavioral Control → Purchase Decision	-0.122	0.276	Not significant
Trust → Purchase Decision	0.824	0.000	Significant
R	= 0.777	F-value = 31.240	
R-Square	= 0.604	Sig. F = 0.000	
SEE	= 0.644	n = 44	

The results of the data analysis can be interpreted that the R value = 0.777 indicates that the correlation relationship independent variable behavioral control and confidence in the purchase decision is strong because its value is above 0.50. Furthermore, the coefficient of determination (R^2) = 0.604. This means that all the variables are analyzed at 60.40%. The diversity of behavioral control variables and trust can be explained by the model was 60.40% and the remaining 39.60% is explained by other variables outside the model of the study variables.

Based on the test results of multivariate regression analysis shown in Figure 2 and Table 3, the proposed hypothesis testing can be explained that: The results of testing the effect of behavioral control on purchasing decisions can be evidenced by the value of the regression coefficient / path of -0.122 with a negative direction. Path coefficients are negative, meaning that the relationship between behavioral controls to the purchasing decision is not unidirectional. This result can also be proved by the t-test value of -1.104 with a probability value (no significance) of $0.276 > 0.05$. The test results prove that the H1 in the study cannot be accepted (rejected) and it can be concluded that the application of behavioral control has no effect on the students of Department of Management Economics and Business Faculty in Samsung Smartphone purchase decision. The results of path coefficient analysis showed the effect of trust on purchase decisions of 0.824 with a positive direction. Path coefficient is positive, meaning that the relationship between confidences in the purchase decision is unidirectional. This result can also be proved by the t-test value of 7.480 with a probability = $0.000 < 0.05$.

The test results prove the second hypothesis in this study is acceptable and it can be concluded that the trust factor students of Management Department, Faculty of Economics and Business influential in the purchase decision Samsung. Result Smartphone data analysis in this study indicates that the value $F = 31.240$ test with a significance value = $0.000 < \alpha = 0.05$. The test results prove that the third hypothesis proposed in this study can be accepted that the simultaneous control of behavioral and trust variables significantly influence the purchase decision. Finally, the results of this study can also prove that the value of the t test confidence coefficient greater than behavioral control to the purchasing decision. This means that trust is the dominant variable in influencing purchase decisions compared to behavioral control.

5. Discussion

The study of purchase decisions by Theory of Planned behavior approach is an attempt to photograph the facts Studies on purchasing decisions by Theory of Planned behavior approach is an attempt to photograph the facts or conditions or the absence of either high or low purchasing decisions from the aspects of behavioral control and trust. Thus the discussion of the study include descriptive variable measurement model and path coefficient results of hypothesis testing and descriptive discussion on the measurement variable through the average value at each measurement indicator variables on the relationship with regard to the value and significant coefficient.

Confidence of students in this study is described by confidence in the brand, confidence in the quality, confidence in the fulfillment of needs and desires and trusts to what is promised by the product. Based on empirical facts in the field the majority of female respondents who have teens with old age still use Samsung Smartphone long enough, meaning that the students with the teen age have been able to give them confidence against, which is where it is also supported by a sufficient length of use Samsung smart phones these students.

This result is also supported by measurements made, it can be seen that the estimated value of the loading factor of student confidence indicators of quality is an indicator that in view of the most powerful in reflecting the variable trust. This means that when seen from the fact that the actual empirical and based on the measurement results have appropriate indicators which are considered the most powerful in reflecting the variable trust is confidence in the quality of the product. The test result is known that the effect of trust on purchase decisions indicate a positive influence which path coefficients with a positive sign means that the trust relationship in the direction of the purchasing decision.

This result can also be proved with a probability value smaller than the value of alpha thus influence the confidence of students to significant purchasing decisions. It can be concluded that the trust student positive and significant impact on purchasing decisions. And the results of this study confirmed the theory described by Chau et al., (2007); Mukherjee and Nath, (2007) that trust is a very important

factor in stimulating purchases and these results were supported by the results of research conducted by Hsiao et al., (2010) in which the research is conducted by Hsiao et al (2010), shows that confidence in the product recommendations can influence consumer intentions to purchase from the website.

Based on the findings and measurements of behavioral control variables are measured by indicators of financial resources owned, skills possessed and information in the possession of the knowledge and trust as measured by indicators of confidence in the brand/brand, confidence in the quality, confidence in the fulfillment of the needs and desires and trust in what is promised by the product has been able to support the improvement of the quality of a good product that is a reflection of the purchase decision, this also shows that there is a simultaneous significant effect between behavioral control and confidence in the purchase decision. The result of this study due to the diversity of indicator variables and behavioral control has the overall confidence of accuracy or precision of the model in improving purchasing decisions. On this basis it can be explained that the increasing purchasing decisions on products Samsung Smartphone from the consumer will not be separated from good control of behavioral control and strong trust that implemented jointly by the consumers themselves.

6. Conclusions

Based on the results of data analysis and discussion of the research conclusions can be stated as follows: (1) behavioral control does not have a real relationship and do not contribute to an increase in the purchase decision. This means that more behavioral control is reflected by the skill possessed not able to support the improvement of the quality of a good product that is a reflection of the purchasing decisions. The results of this study due to more behavioral control explained by skill possessed in the purchase, but the actual fact based assessment of the respondents had knowledge of the information in the purchase of more in priority. In addition, the purchase decision is reflected by a good indicator of product quality, but based on the respondents' assessment has not done well since the majority of respondents indicator of the appeal of more mainstream products; (2) the trust has a real relationship and to contribute to the improvement of the purchasing decision. This means that more confidence is reflected by the confidence in the quality of products have been able to support the improvement of the quality of a good product that is a reflection of the purchasing decisions.

The results of this study due based on the measurement results are in accordance with the empirical fact that there is nothing which is considered the most important indicator in reflecting the variable of trust is confidence in the quality; (3) behavioral control and confidence simultaneously having real relationships in the real contributing to the increase in the purchasing decision. This means that behavioral control that are reflected by the indicators of financial resources owned, skills possessed and information in the possession of knowledge and trust are reflected by the indicator of

confidence in the brand, confidence in the quality, confidence in the fulfillment of needs and desires, and confidence in what pledged by the product has been able to support the improvement of the quality of a good product that is a reflection of the purchasing decisions. The result of this study due to the diversity of indicator variables and behavioral control has the overall confidence of accuracy or precision of the model in improving purchasing decisions.

Based on the conclusions of this study, it can be argued that the suggestions of the recommendations of this study as follows: (1) Although in this study no behavioral control variable and no significant positive effect on purchasing decisions, at least the students should continue to consider these variables in action decision-making, as in the behavioral control includes a control trusts on resource access to opportunities to perform an action; (2) Trust in the quality of products is an indicator of the most important or dominant in reflecting confidence in the purchase decision. Thus students should focus more on the confidence indicator in terms of product quality make a purchase decision. But still have to pay attention and increase confidence indicators will be fulfilling the needs and desires of the decision-making because of the measurement results is still lacking; (3) The decision to purchase this research more reflected by the quality of products good, but the empirical facts based on the assessment of the respondents have not made a major consideration in the implementation because, according to respondents rating the attractiveness of the product was considered the most powerful indicator. Therefore the consumer should consider both these aspects before making a purchase decision.

References

- [1] Amalia, Firda. 2011. Analisis Pengaruh Faktor Budaya, Sosial, Pribadi dan Psikologis terhadap Keputusan Pembelian Minuman Penambah Tenaga Cair Merek M-150 Semarang. FE- Universitas Diponegoro.
- [2] Eastlick, M.A. and Lotz, S. 2011. Cognitive and institutional predictors of initial trust toward an online retailer, *International Journal of Retail & Distribution Management*, Vol. 39 No. 4, pp. 234-255.
- [3] Engel, James F. Blackwell, Roger D. dan Miniard, Paul W. 1994. *Perilaku Konsumen Edisi 6 Jilid 1*. Binarupa Aksara, Jakarta.
- [4] Hikmatul Fariqoh (2011), berjudul: Analisis Pengaruh Faktor-Faktor Psikologi Terhadap Keputusan Pembelian Ponsel Nokia Di Semarang. Fakultas Ekonomi. Universitas Diponegoro.
- [5] Hsiao, K-L. Lin, J. C-C., Wang, X-Y., Lu, H-P. and Yu, H. 2010. Antecedents and Consequences of Trust in Online Product Recommendations , an Empirical Study in Social Shopping, *Online Information Review*, Vol. 34, No. 6, pp. 935-953.
- [6] Huang, Y-C. Wu, Y-C. J., Wang, Y-C. Boulanger, N.C. 2011. Decision Making in Online Auctions, *Management Decision*, Vol. 49 No. 5, pp. 784-800.
- [7] Jani, D. and Han, H. 2011. Investigating The Key Factors Affecting Behavioral Intentions Evidence from a Full-Service Restaurant Setting, *International Journal of*

- Contemporary Hospitality Management, Vol. 23 No.7, 2011, pp. 1000-1018
- [8] Kasim, Norizan and Abdullah, Nor Asiah. 2010. The Effect of Perceived Services Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in E-commerce Setting : A Cross Cultural Analysis, Asia Pacific Journal of Marketing and Logistics, Vol. 22 No. 3, pp. 351-371.
- [9] Kim, H-Y and Chung. J-E. 2011. Consumer Purchase Intention for Organic Personal Care Products, Journal of Consumer Marketing, Vol. 28, No.1, pp. 40-47.
- [10] Kotler, Philip dan Keller, Kevin Lane. 2009. Manajemen Pemasaran Edisi 13 Jilid 1. Jakarta: Erlangga.
- [11] Silvia, Henny Mega. 2010. Analisis Karakteristik Individu dan Faktor Psikologis terhadap Keputusan Konsumen Membeli Bika Ambon Hj.Fatimah Medan. Medan: Fakultas Ekonomi. Universitas Sumatera Utara.
- [12] Supriyanti, Heni dan Soedjono. 2013. Pengaruh Faktor Psikologis Terhadap Keputusan Konsumen dalam Pembelian. Jurnal ilmu dan Riset Manajemen. Volume 1 No. 1, Januari 2013.
- [13] Tri Erfani Kusumaningtyas (2013), berjudul: Analisis Pengaruh Psikologis Konsumen Terhadap Keputusan Pembelian Smartphone Blackberry (Studi Kasus pada Konsumen BlackBerry di Kota Semarang). Skripsi (S1). Fakultas Ekonomika Dan Bisnis. Universitas Diponegoro. Semarang.
- [14] Wasis A. Latief, 2011. Analisis Faktor Psikologis Konsumen dan Pengaruhnya Terhadap Keputusan Pembelian. Jurnal Administrasi Indonesia. Vol. 1 No. 1.
- [15] <http://www.beritateknologi.com/sejarah-perkembangan-handphone-pintar-samsung.html> (diakses pada tanggal 15 April 2014).
- [16] <http://www.indomultimedia.web.id/2013/06/daftarharga-hp-samsung-android-terbaru.html> (diakses pada tanggal 15 April 2014).
- [17] <http://www.google.com/10-Raksasa-Produsen-Smartphone-dengan-Penjualan-Terbanyak-2013~Jalur-Info.html> (diakses pada tanggal 15 April 2014).
- [18] <http://www.google.com/10-Vendor-HP-Dengan-Penjualan-Terlaris/Teknopedia.html> (diakses pada tanggal 15 April 2014).