

## ABSTRACT

This research was stands on era developments and the increasing need of communication and information devices. Internet users in Indonesia at 2010-2012 also had multiplied, that quite phenomenal, which impact to the rise of internet device demand and rivalry between internet services provider, particularly modem. *Smartfren* CDMA modem is one of modem brands which still largely attract constumers. A question that seeks to be answered by present research is “Whether psychological factors (motivation, perception, learning, and attitude) have influence on *Smartfren* modem’ purchase decision in students of Economic Faculty of UPN “Veteran” Yogyakarta?” This research purposed to examine the influence of psychological factor of each variables namely motivation (X1), perception (X2), learning (X3), and attitude (X4), of *Smartfren* modem’ purchase decision (Y). The data were collected through questioners provided for 115 *Smartfren* modem users in student’s of Economic Faculty of UPN “Veteran” Yogyakarta; selected using purposive sampling method. Then the acquired data were analyzed comprise of validity and reliability tests, multiple regression linear, and *f* test and *t* test. The regression analysis results indicate psychological factors were influence of *Smartfren* modem’ purchase decision in students of Economic Faculty of UPN “Veteran” Yogyakarta. *f* test results reveals psychological factor (motivation, perception, learning, and attitude) have significant influential simultaneously to *Smartfren* modem’s purchase decision. Whereas *t* test indicate psychological factors (motivation, perception and attitude) have significant influential on purchase decision, but learning factor didn’t indicate significant influence on *Smartfren* modem’s purchase decision in Economic Faculty of UPN “Veteran” Yogyakarta.

**Keywords:** motivation, perception, learning, attitude and purchase decision.