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 consumers. 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.