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Promotion, Behavior, and Consumption: A Correlation Study between Promotion and Consumer's Behavior in Indonesian Higher Education

ABSTRACT

The management of university must be managed as the industry, because the education itself has also been become as an industry. As an industry, including in the human resource development, education must be managed professionally by so many activities such as to produce and to distribute, and to sale the education service to the people or consumer that be done by professional manpower. Meanwhile, in the economic perspectives, promotion is the activity of marketing which informs about the products in order being influenced and remembered by stakeholder. In the activity of promotion, it contains the meaning of communication. In the framework of theoretical perspective above, the objective of the study was to determine the relationship between promotion and consumer's behavior in Indonesian higher education. The study was conducted at the University of Muhammadiyah Prof. Dr. HAMKA (UHAMKA) in Jakarta on April to June 2006 with a sample of 40 selected randomly. The study concluded that there was a positive relationship between promotion and consumer's behavior in Indonesian higher education, whereas Y = 37 + 0.955 + 0.767 X at a = 5 meaning with 1 unit increase in promotion will cause 0.767 unit increase in consumer's behavior in higher education.

Key words: management of university, professional manpower, promotion, consumer's behavior, and higher education in Indonesia.

INTRODUCTION

The progressive of a nation is being decided by the ability of human resource who be owned by human itself. It is also of course for Indonesia today that developing needs smart human resource in order to manage so many resources. In order to create such smart human resource, it needs strategy namely through the formal education path, non formal education thing, and informal education (Sudjana, 2008).

In order to make sure that the implementation of development continually in every level of such education, it needs a feasible budget, both the source of it from government and from the society or private. The sources of education

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budget are as arranged in Article 31 Constitution 1945 and its revision also in Article 49 the Laws Number 20 / 2003 about the national education system. The Laws have pointed out whereas the government has to supply the budget of education in every year, minimally 20 percent from the state budget. After that, the people – both as individual and group – have the role and contribution that is very high in order to implement the education (Suyanto, 2006).

Special for the management of university that is being implemented by the private, its source of budget is come from the management itself and the donation from the people, and the participation of the university and academy student like the donation of education implementation (school fee and other donation). Accordingly, H.A.R. Tilaar (2003:153) states that the management of university must be managed as the industry because education has been become as an industry. As an industry, including in the human resource development, education must be managed professionally by so many activities such as to produce and to distribute, and to sale the education service to the people or consumer that be done by professional manpower.

In the business field be known "production and marketing" activity like goods and service. In this activity, it is not only talk about and sell of but how to understand the behavior of consumer in doing buying goods and service. Such behavior is possible to be influenced by the internal and external factor of that consumer. Practice of such marketing is valid in education service practice that be influenced by internal and external factor of consumer.

THE PROBLEM AND PURPOSE OF RESEARCH

The main problem of this research is to identify the relationship between promotion and consumer behavior of UHAMKA (University of Muhammadiyah Dr. HAMKA, *Haji Abdul Malik Karim Amrullah*)'s students in Jakarta. The purpose of this research is to know the level of relationship between promotion with the behavior of University consumer, also its functional as the advice for the leader of university in order to make the decision, especially in order to manage the education that be implemented by the private.

These research is based on the assumption that the consumer of university has the equivalent of the definition with consumer for manufacture product, because both of them need and produce goods and service that be produced by other party or producer.

LITERATURE REVIEW

Nanang Fattah (2000:4) mentions that the transactions activity of economy that have a relation with the education that be distinguished become two groups namely: (1) *producer* that produces the knowledge, skill, and expertise, in this context similar with educator, the implementer of education, institution or board of education owned by the government or private; and (2) *consumer*, user or the education service involve the student or university student, the institution of government or private.

Meanwhile, Malcolm S. Greenwood and Gaunt J. Helen (1994:143) state that the party of producer of university must be developed a system (curriculum, schedule, and culture that be adjusted in order to fulfill the needs of consumer). It is feasible where there are two parties that have close relation each other or depend each other, namely "producer" and "consumer". The producers supply goods and service for consumers. Meanwhile, producer depends highly on the consumer because producer needs the continuity of its business through the transaction of purchasing from consumer.

According to the marketing experts, such as Leon G. Schiffman and Leslie L. Kanuk (2000:7), the behavior of consumer is as the behavior that be looked by consumer not only in finding out, buying, using, and evaluating but also in consuming product and service which they hope will satisfy their needs. According to William M. Lindsay and Joseph B. Petrick (1997:95-96), the behavior of consumer is about the consumers must find out, get, use, and stop in using product or service.

After that, according to P. Kotler and R. Armstrong (2000:162), the behavior of consumer is about making decision and purchasing action through five steps, namely: (1) the knowing of needs, (2) finding out the information, (3) the evaluation of alternative, (4) the decision in purchasing, and (5) behavior post purchasing. After that, J.F. Enggel *et al.* (1990:4) state that the behavior of consumer is as the action that involve in getting, consuming, and spending product and service directly, including process of decisions that precede and follow this action.

Meanwhile, the opinion of P. Kotler, J. Bowen and J. Makens (1996:179), about the consumer behavior, is very complicated that is the aspect of so different factors is not being understood yet and it is the core of marketing management. Those matter means whereas the behavior of consumer is influenced by so many factors, starting with the aspect of social life education, education and position, also profession, religion, race, gender, nationality, and so many aspects that can influence the behavior of consumer.

The behavior is the most important level for someone in making the assessment to the fact in order that makes easily in understanding how about the level of perception become potency on the behavior (Schermerhorn, & Osborn, 1997:124). It is true whereas someone must get the understanding of situation of out her / his people in implementing the assessment during the level of such person in making perception to the decided situations that illustrate the behavior of such person based on her / his perception.

The behavior of consumer is so many affection factor in attempting how about the consumer in deciding the decision that be made by them, in way and attempt in order to fulfill every their needs. The behavior of affection is the illustration of cognitive behavior level. The more higher and old are more also in their needs (Kotler & Armstrong, 2000:134). It means whereas the affection of consumer depends on that be made by them in the way and the attempt in

order to fulfill every their willingness. The behavior of affective is the illustration of cognitive behavior level. The more higher on cognitive level of someone, of course, it will influence to affection of someone on fulfilling their needs. It is true whereas the factors that influence the behavior of consumer are the condition, the completeness of information, and level of consumer's needs in fulfilling their needs.

Based on theory description above, it can be concluded whereas the behavior of university consumer is the activity of student in finding out and getting the study program to register as the university student and to do re-registration by indicator: to know to have initiative and to choose so various of study programs, to become an university student, and to do registration in the end of semester.

How about the quality of a product is highly if consumers are never listening about it and also they do not sure whereas that product will functional for them, so that they will not buy it. Because of that it needs effective promotion from producers.

Promotion is the message of quality (Sallis, 1993:88), and the supplying of quality is attempted to be communicated to the people (Greenwood & Helen, 1994:12), because the quality becomes the ambition of every consumer to mean it as the characteristic that makes the consumer has been gaining the happiness.

After that, according to William G. Nickel, James M. Hugh and Susan M. Hugh (1996:492), promotion is the activity of marketing which informs about the products in order being influenced and remembered by the stakeholders. In the activity of promotion, it contains the meaning of communication. According to H. Schermerhorn and M. Osborn (1997:399), communication is as the activity of conveying the information and the understanding by using the same signs. Meanwhile, Charles W. Lamb, Joseph F. Hair and Carl M. Daniel (1999:345) state that the promotion is the communication from the marketer who is informing and remembering the potential buyer of the product to influence his / her opinion in order appearing as the real consumer.

According to Ricky W. Griffin and Ronald J. Ebert (1999:338), promotion is also the aspect of marketing program that be held effectively in order to support the sales of goods and service. And then, P. Kotler and R. Armstrong (2000:98) state that in marketing there is being known 4 Ps, namely: Product, Price, Place, and Promotion. The combination of promotion is a process of advertisement, promotion of sales of individual and publicity which consistently and specific in increasing the marketing target.

RESEARCH RESULT AND DISCUSSION

Based on the theory description above, it can be concluded that promotion is the activity of marketing communication from the university to the students of university who use combination of promotion media by indicators to inform,

to influence, and to remember of study program. The relation of such matter can be formulated the hypothesis of its research that there are positive relation between promotion and the behavior of university's consumer.

The method that be used in this research is survey method and correlation technical. This is suitable with the opinion of Donald Ary, Lucy C. Jacobs and Asghar Razavieh (1979:201) that the survey can be used in order to investigate the relation or to test the hypothesis. Correlation technical is being used in order to measure the level of relationship between promotion and consumer behavior of university.

The target population in this research is all of university student S2 (Master or Magister programs) who register to UHAMKA (University of Muhammadiyah Prof. Dr. HAMKA, *Haji Abdul Malik Karim Amrullah*) in Jakarta. Meanwhile, the population that be reached are 160 university students who register to the UHAMKA in Jakarta. Technical of sample that be used is random sampling technical with sample 40 persons of respondent. It is also feasible with the opinion of Donald Ary, Lucy C. Jacobs and Asghar Razavieh (1979:307) that descriptive research can be used the amount of sample between 10% to 25% from reached population. This research was being done in UHAMKA Jakarta on April to June 2006.

Instrument of research is being arranged based on the definition of conceptual framework that be learnt from theory of every variable. The items of instrument are also being arranged based on the dimension and indicator of variable. The calibration of instrument – in order to know the level of validity and reliability of research instrument – is being used in order to find out the data from respondent.

Technical of analysis, that be used in order to test the hypothesis, is technical of regression statistic and simple correlation. This data analysis technical involves the requirement of data analysis as the requirement in using analysis technical and test of hypothesis

As well as suitable with the purpose of the research, the result is to test whether or not about the existence of positive relation between the promotion and the consumer behavior of university students. Realization of the relation between those variables has needed the requirement of analysis that must be fulfilled in order to make sure that there are some correlations in this study.

The requirement that be meant in this research is the requirement of data analysis that use normality test and homogeneity test. The normality test that be meant in order to find out about feasible or not for the data of research result, meanwhile homogeneity test be meant to look out the equivalent part parts of variant of population that have the normal distribution. Data normality test use "Kolmogorove Smirnov" sample criteria that have normal distribution if L be calculated < from L table in the level of significance about 0.05. Normality test analysis resist Galat of estimation Y on X where Lh (0.1014) < Lt (0.1369) normal .

Homogeneity test of Varian done by using "Bartlett" test technical. Sample criteria have homogeny characteristic, if T calculate < T table the result of analysis about homogeneity test where T calculate (19.1044) < T table (19.3) homogeny.

On an Analysis of Regression. Regression analysis of simple linear Y on X produce the equation of linear line Y = 37.955 + 0.767 X. The equation of such regression line have an enough meaning and linear. The meaning test result regression linear thing is being pointed out in table 1 as follows.

Table 1
ANAVA for Significant and Linear Regression Test
Y = 37.955 + 0.767

Varian Source	DF	AQ	QAA	F-Calculate	F-tab	
					0.05	0.01
Total	39	9065.600				
Regression (b / a Residual	1 38	4473.020 4592.580	4473.020 120.857	37.011	4.10	7.35
Feasible Tuna Galat	20 18	3921.246 1228.167	196,062 81877	2,157	4.41	8.28

** = Regression is significant (F-hit = 37.011) > (F-tab = 7.35)
NS = Non Significant or Linear Regression (F-hit = 2.157) < (F-tab = 8.26)
DF = Degree of Freedom
AQ = Amount of Quadrate
QAA = Quadrate amount of average

Result of testing such as be pointed out in table 1 above can be concluded whereas the relation of promotion with university consumer behavior is significant absolutely because F-hit = 37.011 more bigger than F-tab 7.35 (a = 0.01) and have linear regression from because F-hit = 2.157 more smaller than F-tab = 4.41 (a = 0.05).

After that such equation point out whereas every progressive of one score of promotion (x) can make the increasing of score of university consumer behavior (Y) is about 0.767 in constant 37.955. For further clearly the regression equation Y = 37.955 + 0.766 X. Correlation of co efficient between promotion (X) with university consumer behavior (Y).

The testing of hypothesis between promotion (X) and university consumer behavior (Y) is being gotten for relation coefficient result 0.702 and determination coefficient 0.493. After correlation coefficient significant test with T test is being gotten T-calculate = 6.0729 > T table = 2.46, it is true that there is a positive relation between promotion (X) and university consumer behavior (Y) or it is more higher (X) than, and, of course, also more higher of university consumer behavior (Y).

Table of simple correlation coefficient test between X with Y is as follows.

Table 2
Simple Correlation Coefficient Testing between X and Y

N	Correlation between	Coefficient Correlation	Coefficient Determinant	F-Calculate	F-Tab	
					0.05	0.01
40	X and Y	0.702	0.493	6.0729	1.70	2.46

From table 2 above, it is clear that F-Calculate (6.0729) is more bigger than F-Tab = 2.46 (a = 0.01), so that it can be concluded that the simple correlation coefficient between promotion (X) and university consumer behavior (Y) is very significant, by determination coefficient = 0.493 – 49.30% variants of university consumer behavior (Y) be divided by promotion (X).

CONCLUSION AND SUGGESTION

Base on hypothesis testing in discussion before so that it can be made the conclusion as follows:

First, there is positive relation between the promotion and consumer with university consumer behavior, in this case is the UHAMKA (University of Muhammadiyah Dr. HAMKA)'s students.

Second, both of them run as long as which the meaning of it is more higher for promotion and it is more higher also for university consumer behavior. The correlation coefficient for the relation of this variable is being gotten the value is about 0.702. From the correlation coefficient, we can found the determination coefficient about 0.493. It means that the variation of university consumer behavior is being decided by promotion variation about 49.30%.

Third, the form of relationship between promotion and university consumer behavior is being pointed out by regression equivalent Y = 37.955 + 0.767 X. It means that every progressive of one score of promotion (X) can make the increasing of score of university consumer behavior (Y) is about 0.767 in constant about 37.955.

Base on the conclusions that have been described above, so we can suggested as follows:

First, creating the study program should be needed and be wanted by the people in facing of today globalization competition.

Second, the management of university should be tried an international study program that same as study program in other countries so that its graduate can compete with the graduate from other countries.

Third, domestic level feels the default of young professional apparatus main powers in the state so that it should be opened the Master or Magister study program but its content more oriented with situation and condition in such states.

Fourth, to make the effective about study program communication to the customer, it should be informed through the advertisement and the visiting to the decision maker officer in educational field.

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