ANALISIS PERBANDINGAN DARI PREFERENSI KONSUMEN TERHADAP BERITA ONLINE ANTARA SISWA LAKI-LAKI DAN PEREMPUAN DI MANADO

COMPARATIVE ANALYSIS OF CONSUMER PREFERENCE ON ONLINE NEWS BETWEEN MALE AND FEMALE STUDENT IN MANADO

by:
Mutiara Nainggolan[1]
Frederik G. Worang[2]
Johan R. Tumiwa[3]

[123]Faculty of Economics and Business,International Business Administration , Management Program
Sam Ratulangi University Manado

E-mail :
mutiaranainggolan0603@gmail.com[1]
fworang@gmail.com[2]
johantumiwa@gmail.com[3]

Abstrak: Kecepatan teknologi telah mempengaruhi beberapa aspek kehidupan masyarakat, salah satunya adalah kebutuhan untuk mendapatkan informasi yang cepat dan akurat. Internet telah menjadi teknologi untuk memenuhi kebutuhan masyarakat dalam memperoleh informasi berlimpah. Mereka membuat Internet sebagai alat gaya hidup untuk dapat mengakses informasi dengan cepat dan akurat dari layanan berita online. Preferensi konsumen memungkinkan konsumen untuk menilai pertingkat jasa yang berbeda dari barang sesuai dengan tingkat utilitas, atau kepuasan total mengkonsumsi barang atau jasa. Penelitian ini bertujuan untuk menganalisis perbedaan preferensi konsumen terhadap berita online antara siswa laki-laki dan perempuan di Manado. Penelitian ini menggunakan Independent sample T-Test sebagai metode penelitian. Populasi dalam penelitian ini adalah siswa di Manado. sampel dari penelitian ini adalah 100 responden dari pengambilan sampel secara acak. Analisis komparatif penelitian ini membuktikan bahwa ada perbedaan yang signifikan antara pria dan wanita dalam mengkonsumsi online berita. Preferensi laki-laki untuk membaca berita online lebih tinggi daripada perempuan. Hal ini dikarenakan faktor situasional dimana laki-laki memiliki minat untuk melanjutkan pendidikan ke jenjang yang lebih tinggi yang menyebabkan kebutuhan untuk membaca berita online lebih tinggi daripada perempuan.

Kata Kunci: pemasaran, preferensi konsumen, gender, news online

Abstract: The speed of technology has affected some aspects of people's life, one of which is the need to get quick and accurate information. Internet has become the technology to fulfill people's need in gaining abundant information. They make Internet as lifestyle tool to be able to access information quickly and accurately from online news services. Consumer Preferences allow a consumer to rank different bundles of goods according to level of utility, or the total satisfaction of consuming a good or service. This research is purposed to analyze the differences of consumer preferences towards online news between male and female students in Manado. This research used the Independent Sample T-Test as the method of this research. Population in this research is the students in Manado. The sample of this research is 100 respondents of random sampling. The comparative analysis of this research is prove that there are significant difference between male and female in order to consume the online news. Male has a higher preference to read the online news rather than the female, when male has higher education and factor situational that can increase their intends of reading the online new.

Keywords: marketing, consumer preference, gender, online news

INTRODUCTION

Research Background

The speed of technology has affected some aspects of people's life, one of which is the need to get quick and accurate information. Internet has become the technology to fulfill people's need in gaining abundant information. The Internet has become a vital part of how people consume news and the growth of online consumption has led to this decline in printed news. The main reason of this decline is because of the increased number of digital news provided (Thurman and Herbert, 2007).

The main reason of this decline is because of the increased number of digital news provided. Despite this fact, companies are facing problems with earning money from their digital content. Earlier studies regarding consumers digital purchase intentions conclude that people are not yet ready to pay for online content (Chyi, 2005) Another study, made by the market researcher Borrell and Associates (2001, covered in Chyi, 2005) demonstrated that 71% of news site users would turn to another site if fees were implemented, since there are many alternative sites available that offer its content for free. The traditional news industry, which during a long time has been a very powerful industry has been passed in popularity by digital news at the same time as the printed circulation decreases (Thurman and Herbert, 2007).

The characteristics of the Internet, which are freedom from censorship, high speed, interactivity, global reach and low distribution cost can help to explain this change (Dimmick, Chen, and Li, 2004). There exist studies that have compared the new digital media with the traditional media, based on the usage, functions and the roles of the media.

The reason why it is important to analyze news readers among students, is about how this online news affecting the student performance during the study process. Using sources from online media gives a lot of benefits for the students. The question is female student more intend to use online media as a source rather than male student (Liee and Gan, 2011).

Research Objectives

Regarding the problems which have been formulated and identified that are mentioned in previous section, the following research objective is *to analyze the significant differences of Consumer Preference on Online News between male and female Student*

THEORETICAL FRAMEWORK

Marketing

Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (Kotler and Armstrong, 2010). Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Furthermore, marketing as the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return (Kotler and Armstrong, 2012).

Direct Market

Direct marketing consists of direct communications with carefully targeted individual consumers to obtain an immediate response. Thus, direct marketers communicate directly with customers, often on a one-to-one, interactive basis. They closely match their marketing offers and communications to the needs of narrowly defined segments or even individual buyers. Beyond brand and image building, they usually seek a direct, immediate, and measurable consumer response. Most direct marketers see direct marketing as playing an even broader role than simply selling products and services. They see it as an effective tool for interacting with customers to build long-term customer relationships (Kotler, 2006).

Service Marketing

More employees in the marketing services plays an important role, because all elements should be compared with the marketing of goods marketers.(Kotler and Keller, 2006).

Online News

Media Online is also called Digital Media is a media presented online on the internet.

Consumer Preference

Consumer Preferences could be conceived of as an individual's attitude towards a set of objects, typically reflected in an explicit decision-making process, preference has a goal that is the final decision in the buying process to be enjoyed by consumers so as to achieve customer satisfaction (Lichtenstein and Slovic, 2006).

Previous Research

Lie and Gan (2007) on their research is proposed an indication of downturn in print newspapers is surfaced in these recent years. Due to the advancement technology has influenced in the reading habit of newspapers that caused it to transcend from print newspapers to online news. A quantitative research has been conducted in the present study for examine the preferences between print newspapers and online news among the young generations. 100 respondents from the Klang Valley, aged from 17 to 25 participated in this research.The result has shown that the readership towards print newspapers in Malaysia media landscape is shrinking and it has shown an indication of the preferences is shifting towards the online news. In comparative, the gratifications obtained from online news media were relatively higher than the print newspapers. The present study was aided by the uses and gratification approach concluding that audiences are actively seeking for the interactive media in order to obtain gratification (Liee C. K and Gan W. T, 2011)
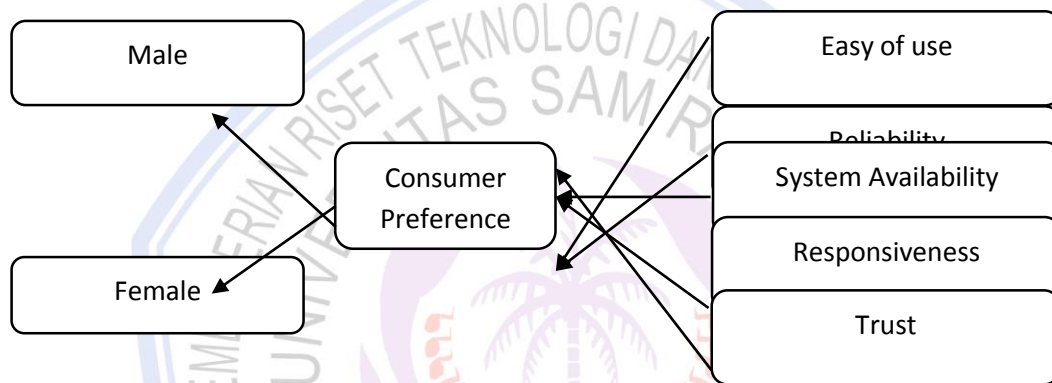

Figure 1. Conceptual Framework
Source: Data Processed, 2017

RESEARCH METHOD

Types of Research

This research is comparative study with a quantitative approach to analysis the consumer preferences towards online news using a quantitative method. Quantitative research seeks to quantify the data with comparative type. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2012).

Place and Time of Research

The place in this research will be conducted in Manado city North Sulawesi. The research will start on April until June 2017. These research use consumer that have experience read the online news as the respondent

Population and Sample

Population is a collection of individuals with an intention and character that has been established by researcher. The population in this research is a Senior High School, Undergraduate, and Master Students in Manado that have experienced read the online news.

Data Collection Method

All the data collection method in this research are gathered from primary data and secondary data. Sources of evidence to obtain data necessary to answer the research questions are questioner (as primary data) and documents (as secondary data).

Data Analysis Method

Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others (Sugiyono, 2010).

Data Validity and Reliability Method

Toward questionnaire design conducted is to perform validity and reliability test to prove the truth of hypothesis and to know the relation rate between variable Y and variable (X_1, X_2, X_3, X_4, X_5). From the result of research's analysis conducted that questionnaire design with Pearson correlation coefficient more than 0.3 indicates valid, alpha coefficient on approximately 0.6000 – 0.7999, so questionnaire design indicates reliable.

RESULT AND DISCUSSION

Result

Validity test is aimed to test whether the question items or indicators are able to measure what is supposed to be measured. By comparing correlation index in Pearson Product Moment Correlation Coefficient to test the validity of variables, with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Table 1. Validity Test

Indicators	Person Correlation
X.1	.555
X.2	.556
X.3	.315
X.4	.271
X.5	.422

Source: SPSS output, 2017

Tabel above shows all indicator of Independent Variable (X.1 – X.5) are stated valid because the correlation value is above 0.3.

Reliability Test

Reliability test is to measure if one item of question tested several times would give consistent value. Reliability analysis was using the Alpha Cronbach Analysis. The interpretation of Alpha Cronbach (Sekaran, 2003)

< 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable

0.7 indicates that data acceptable

> 0.8 indicates good internal consistency or consider that the data result is reliable

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.730	5

Source: SPSS output, 2017

Independent t-test used to test the effect in a level of significant different between group which are male and female of Consumer Preference of Online News, by performing a comparison the t_{count} at $\alpha = 0.05$, or compare the real level of probability on 95% partially so the deferent can be seen as individual independent variables. The criteria of the t - test as follows:
sig ≤ 0.05 means H_0 is rejected and accepting H_a

sig > 0.05 means H_0 is accepted and rejecting H_a

Table 3. Comparison Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
X_Av	Male	48	3.8259	.35405	.04818
	Female	41	3.8000	.34254	.05050

Source: SPSS output, 2017

Based on the table 4.8 shows the difference of male and female comparison mean where male at 3.8259 are better than female only at 3.8000. This indicates that group 1 which is male has better mean than female. The significant level is show by the explanation below

Table 3. Homogeneity Test

		Levene's Test for Equality of Variances	
		F	Sig.
X_Av	Equal variances assumed	4.220	.640
	Equal variances not assumed		

Source: SPSS output, 2017

Normality test results shows that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.640 bigger than 0.05 shows that the variance between the study samples was homogeneous. Because the Consumer Preference is homogeneous we need to see the interpretation of Equal variances assumed shows by table below:

Reliability test is to measure if one item of question tested several times would give consistent value. Reliability analysis was using the Alpha Cronbach Analysis. The interpretation of Alpha Cronbach (Sekaran 2003)

- < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
- 0.7 indicates that data acceptable
- > 0.8 indicates good internal consistency or consider that the data result is reliable

Table 4. Independent Sample t-test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
X_Av	Equal variances assumed	3.370	98	.007	.02593
	Equal variances not assumed	3.371	96.392	.007	.02593

Source: SPSS output, 2017

Based on table 4 the average Consumer Preference of at 3.8259 are better than female only at 3.8000 indicates that there is a difference in the average means at 0.02593 and positive. This positive means that group 1 (male) are better than group 2 (female). In the table above the value t = 3.370 with a significance of p = 0.007 (p < 0.05) indicates that the H_a, is acceptable. Which means there are significant deference between Male and Female of Consumer Perception of Online News.

Discussion

Based on the Data analysis above shows that that is a significant difference between male and female for online news. Male are intent to use more online news rather than female. According to Saputri, stated that female student use online media mostly only for online shopping rather than other needs, while male are interesting with the news promoted though online media (Saputri, 2016). Over the development period, Internet has become people lifestyle for the students as the potential the Internet users in Indonesia. They make the Internet then lifestyle tool to be able to access information quickly and accurately from online news services. Services online news sites began to develop in 1998 by the conjunction of transitioning from sociopolitical order to reformation era. It was the era where the freedom of the press is limited and many print media banned. Along with the times that demand for fast paced and driven by the increasing number of internet users, the online news site services born to be a new and popular media.

CONCLUSION AND RECOMMENDATON

Conclusion

Based on the Data Analysis and discussion, the conclusion of this research concluded as follows:
1. There is a significant difference between male and female of using online news based on the consumer preference. We can also see that the newspaper itself is slowly going to decrease by the consumer demand, because people who read newspaper nowadays are mostly the elder one. The transformation has gone so far, that there are now more online readers than readers of printed newspapers and the gap is still growing.
2. Male are more intents to use online news as their preference rather than female. Based on the data analysis above shows that that is a significant difference between male and female for online news. Male are intent to use more online news rather than female. Because from the research it shows that male are intent to continue their study into the high level rather than the female.

Recommendation
1. Company should care about the consumer preference and more pay attention to male as the majority of user used the online news. Because majority of people whose use online news as information resources are student in higher education or college student. They found that online news is the most factor affecting college student study performance
2. Future replications of this model might consider investigating the mediating effect of differences in consumer preference of online news.

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