

# THE IMPACT OF SOCIAL MEDIA ON STUDENT ACADEMIC PERFORMANCE OF INTERNATIONAL BUSINESS ADMINISTRATION PROGRAM IN SAM RATULANGI UNIVERSITY MANADO

by:  
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## ABSTRACT

Nowadays is the era of globalization and rapid development of science and technology are increasingly sophisticated. Internet is one of the results of sophistication and advancement of science and technology man-made. Social media is one of the functions of the internet. Many of problems caused social media in real life, especially real impact on the world of education. This research is designed to analyze the three proponents including social influence, time spending and social lifestyle on student academic performance of international business administration program in Manado. This research is a quantitative research that associative with multiple linear regression analysis technique. The population in this study is student of IBA, with sample of 100 respondents using simple random sampling. The result of this research shows that there is significant simultaneous and partial influence of social influence, time spending and social lifestyle on student academic performance of IBA Program in Sam Ratulangi University Manado. Therefore, to enhance the development of Student Academic Performance of IBA Program the students should create a balance between using the social media and academic activities.

**Keywords:** *time, social lifestyle, academic performance*

## INTRODUCTION

### Research Background

Nowadays is the era of globalization and the development of science and technology are increasingly sophisticated. The dissemination of information as well as access to telecommunications become faster and easier. It is inevitable either directly or indirectly has an impact for the community, in the positive or negative impact. The impact is not limited to certain circles, but has been extended to all walks of life both among the educated and non-educated.

Internet is one of the results of sophistication and advancement of science and technology man-made. Internet is an acronym meaning "*Interconnected Networking*" which means computers connected in series in a circuit network. Internet function is variety, and one of them is a social networking community with it's virtual world. Internet is used for educational purpose by a large community but unfortunately there are a large community including majority of youth and teenagers who use internet only for social networking sites (Boyd, 2006). Social media on the internet has a variety of types and shapes, but the most well-known and much loved by the people today is Facebook, Twitter, Path, Instagram, Youtube, Line and Blogs, etc. Social media is easy accessible from anywhere by using mobile phone, laptop or tablet. Social media can also be used as a medium of information for students.

Indonesia is a developing country that has a fairly high interest to the development of better technology. Indonesia people have a high interest with social media. Currently, it is common to news in print and electronic media reported about the misuse of social media. Some of the most topical news was the case of a boy who made off with the unknown female teenagers through social media. This situation is truly ironic with the primary purpose of social media when it's created, namely to expand social relations. Not only of the general

life that affected social media, but its influence began to be felt in the world of education. The worst impact in the world of education that may result from the social media was started with declining in student interest. Interest is one of the important things that must be possessed by the student in order to achieve the desired learning achievement. For this reason, it is very interesting to know whether the three proponents of social media which is social influence, time spending and social lifestyle have an influence to the student academic performance of International Business Administration program in Sam Ratulangi University Manado.

### **Research Objectives**

The objectives in this research are to find out the influence:

1. Social influence, time spending and social lifestyle on student academic performance in Manado simultaneously.
2. Social influence on student academic performance in Manado partially.
3. Time spending on student academic performance in Manado partially.
4. Social lifestyle on student academic performance in Manado partially.

## **THEORETICAL FRAMEWORK**

### **Human Resource Management**

Human resource management is defined as a system of activities and strategies that focus on successfully managing employees at all levels of an organization to achieve organizational goals (Byars & Rue, 2006). Ivancevich (2007:4) state Human resources management is the function performed in organization that facilitate the most effective use of people (employee) to achieve organizational and individual goals.

### **Relationship between Human Resources Management and Education**

Wherther & Davis (1996) stating that in the context of human resource management is people who are ready, willing, and able to contribute to organizational goals. Therefore, the human resources within an organization including educational organization require good management and development in an effort to improve their performance in order to contribute to the achievement of the objectives.

### **Social Media**

Schill (2011) states that the social media sites encourage negative behaviors for teen students such as procrastination (catching up with friends), and they are more likely to drink and drug.

### **Academic Performance**

Kobal and Musek(2001) defined academic performance is the numerical scores of a student's knowledge, representing the degree of a student's adaptation to schoolwork and the educational system.

### **Social Influence**

Social influenced is the effect that people have upon the beliefs or behaviors of others (Aaronson, 2004). Three aspect of Social Influence, they are:

1. Social influence in which individuals change their attitudes or behavior in order to adhere to existing social norms.
2. A form of social influence involving direct request from one person to another.
3. A form of social influence in which one person obeys direct orders from another to perform some action(s)

### **Time Spending**

Kuppuswamy and Narayan (2010) stated that social networks grabs the total attention and concentration of the students and diverts it towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs.

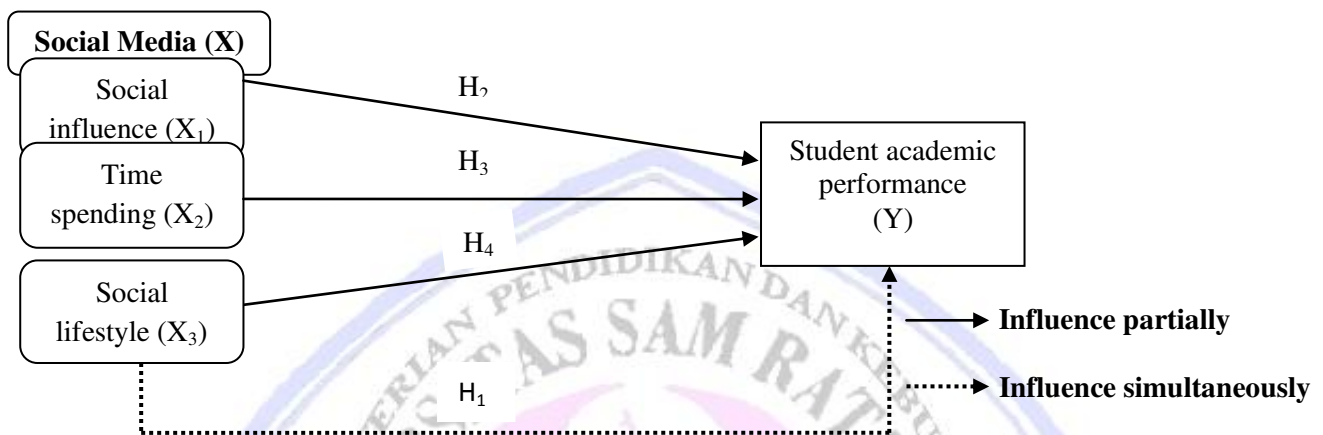
### **Social Lifestyle**

Bei (2000) defined lifestyle stems from the fields of psychology and sociology, referring to a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes.

## Previous Research

Rithika and Selvaraj (2013) found that students are very fond of using Face book, Twitter, YouTube and Orkut. Al-Rahmi and Othman (2009) found that collaborative learning positively and significantly with interactive with peers, interactive with teachers and engagement which impact the students' academic performance. Ndaku (2009) found that a great number of students in the University of Abuja are aware of the social media and had access to various social networking sites.

## Conceptual Framework



**Figure 1 Conceptual Framework**

*Source: Research Procedure*

## Research Hypothesis

The research hypothesis of this research is:

- H<sub>1</sub>: Social influence, time spending, social lifestyle on student academic performance in Manado simultaneously
- H<sub>2</sub>: Social influence on student academic performance in Manado partially
- H<sub>3</sub>: Time spending on student academic performance in Manado partially.
- H<sub>4</sub>: Social lifestyle on student academic performance in Manado partially.

## RESEARCH METHOD

FAKULTAS EKONOMI  
DAN BISNIS

### Type of Research

This research is quantitative research method using causal type of research. This type of research determines if one variable causes another variable to occur or change. This research will investigate the influence of social influence, time spending and social lifestyle on student academic performance in Manado.

### Place and Time of Research

This research was conducted in Manado, International Business Administration in the Faculty of Economics & Business, Sam Ratulangi University, during July to September 2014.

### Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2009:262). The population in this research is for all IBA students in the faculty of Economics and Business, Sam Ratulangi University. Sample is a conclusion can be made from the sample about the population to achieve the research objective (Saunders *et al.* 2007). This research was using Simple Random Sampling. The sample of this research is the IBA student who is use the social media as many as 100 respondents.

### Data Collection Method

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

### Operational Definitions of Research Variables

The general explanations about variables in this current study are stated as follows:

1. Social influence ( $X_1$ ) is the effect that people have upon the beliefs or behaviors of others (Aaronson, 2004)
2. Time Spending ( $X_2$ ) is the total attention and concentration of the students for social network and diverts it towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs (Kuppaswamy and Shankar, 2010)
3. Social Lifestyle ( $X_3$ ) is stems from the fields of psychology and sociology, referring to a person's particular way of living, and has been used primarily for examining the living patterns and mobility of the various social classes (Bei, 2000)
4. Academic Performance ( $Y$ ) is the numerical scores of a student's knowledge, representing the degree of a student's adaptation to schoolwork and the educational system (Kobal and Musek, 2001)

### Data Analysis Method

#### Validity and Reliability

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. To analyze the validity of questionnaire, Pearson Product Moment is used. The instrument will valid if the instrument is able to fill the requirement in validity test. Validity for each variable is good where the values are above minimum level of 0.30. Reliability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set; Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another, the questionnaire is reliable if the value of Cronbach's Alpha more than 0.6 (Sekaran and Bougie, 2009:162).

#### Multiple Regression Analysis Method

The method of research used in this study is multiple regression analysis. Multiple regression analysis is the process of calculating a coefficient of multiple determination and regression equation using two or more independent variables and one dependent variable (Sekaran & Bougie, 2009:348). The equation model of multiple regression analysis used in this research can be formulated as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- Y = Student Academic Performance (Dependent Variable)
- $\alpha$  = The constant, when all independent variable equal to 0
- $X_1$  = Values of Social Influence (independent variable)
- $X_2$  = Values of Time Spending (independent variable)
- $X_3$  = Values of Social Lifestyle (independent variable)
- $\beta$  = The slope for each independent variable
- e = Error

## RESULT AND DISCUSSION

#### Validity and Reliability

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of variable is positive and more than 0.3 ( $r > 0.3$ ). The result of social influence ( $X_1$ ) is 0.855, time spending ( $X_2$ ) is 0.934 and social lifestyle ( $X_3$ ) is 0.806. It means that all the indicators are valid. Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbach that will show the instruments is reliable if the coefficient value is more than 0.6. The value of

Cronbach Alpha is 0.944 which is more than 0.6. Therefore, the measurement instruments used for this research are reliable.

**Classical Assumption**

**Multicollinearity**

**Table 1. Multicollinearity result**

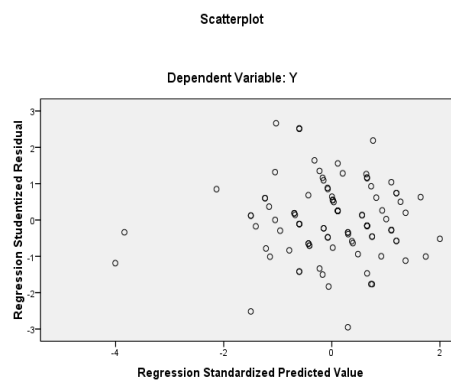
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Influence	.300	3.337
	Time Spending	.338	4.206
	Social Lifestyle	.428	2.336

a. Dependent Variable: SAP

Source: SPSS data analysis, 2014

Table 1 above shows that the Tolerance of Social Influence is 0.3; Time Spending is 0.338; and Social Lifestyle is 0.428 meaning the tolerance value of each variable is more than 0.2. The VIF value of Social Influence 3.337, Time Spending is 4.206, and Social Lifestyle is 2.336 meaning the VIF value of each variable is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10 of each variable independent, so this research is free from multicollinearity.

**Heteroscedasticity**

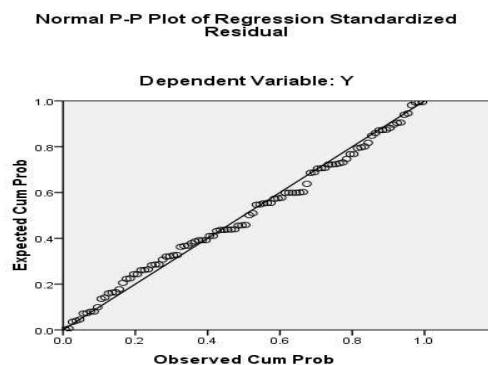


**Figure 2. Heteroscedasticity result**

Source: SPSS data analysis, 2014

The Figure 2 shows that the pattern of points is spreading. The points are spreading above and below of zero point in ordinate. This is proved that there is no heteroscedasticity in this regression.

**Normality**



**Figure 3. Normality result**

Source: SPSS data analysis, 2014

In Figure 3, it shows that the data are spreading near the diagonal line and follow the direction of diagonal line. Therefore, the normality test is completed.

### Multiple Regression Analysis

**Table 3. Multiple Regression Result**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.152	.541		2.129	.036
Social Influence (X <sub>1</sub> )	.228	.058	.218	3.914	.000
Time Spending (X <sub>2</sub> )	.636	.067	.589	9.422	.000
Social Lifestyle (X <sub>3</sub> )	.225	.048	.216	4.644	.000

a. Dependent Variable: SAP

Source: SPSS data analysis, 2014

The calculation is conducted by using SPSS software. The computerized calculation ensures the accuracy of the analysis. The result in the table 3, the multiple regressions model can be defined as:

$$Y = 1.152 + 0.228X_1 + 0.636X_2 + 0.225X_3$$

The multiple linear regression equation above, it can inform the interpretation as follows:

- 1) Constant value of 1.152 means that if the variables in this research of Variable X<sub>1</sub>, X<sub>2</sub>, and X<sub>3</sub> simultaneously increased by one scale or one unit will increase the Y at 1.152 point.
- 2) Coefficient value of 0.228 means that if the variables in this research of X<sub>1</sub> increased by one scale or one unit, it will improve and increase Y at 0.228.
- 3) Coefficient value of 0.636 means that if the variables in this research of X<sub>2</sub> increased by one scale or one unit, it will improve and increase Y at 0.636.
- 4) Coefficient value of 0.225 means that if the variables in this research of X<sub>3</sub> increased by one scale or one unit, it will improve and increase Y at 0.225.

### Multiple Regression Coefficient of Correlation & Determination

**Table 4. Table R and R<sup>2</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954 <sup>a</sup>	.911	.908	.771

a. Predictors: (Constant, X<sub>3</sub>, X<sub>1</sub>, X<sub>2</sub>)

Source: SPSS data analysis, 2014

The coefficient of correlation (R) measures if there is significant relationship between the three independent variables with dependent variable, the value of R is 0.954 which proved that the relationship among variable independents and dependent is very strong. The coefficient of determination (R<sup>2</sup>) measures how far the ability of a model in explaining variation of dependent variable. The value of R<sup>2</sup> is 0.911 shows that the linear relationship in this model is able to explain the student academic performance (Y) for 91.1% while the rest 8.9% is explained by other factors not discussed in this research.

### Hypothesis Testing

#### F-test

F-test is used to determine the whole effect of all independent variables to dependent variable. This test is done by comparing the F<sub>count</sub> with F<sub>table</sub>. If F<sub>count</sub> is higher than F<sub>table</sub>, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted.

**Table 5. F-test**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	581.836	3	193.945	326.624	.000 <sup>a</sup>
	Residual	37.004	96	.594		
	Total	638.840	99			

a. Predictors: (Constant, X<sub>3</sub>, X<sub>1</sub>, X<sub>2</sub>)

b. Dependent Variable: Y

Source: SPSS data analysis, 2014

The level of significant of 0.05 and degree of freedom (df) of 4; 100, the  $f_{table}$  from F distribution table is  $F_{4; 100; 0.05} = 2.70$ , while  $F_{count}$  is 326.624 then the result is  $F_{count} > F_{table} : 326.624 > 2.70$ . Since the  $F_{count}$  is greater than  $F_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. It means that the independent variables significantly affect the dependent variable simultaneously.

### T-test

T-test is used to determine the partial effect of each independent variable to dependent variable. T-test value is obtained by comparing value of  $T_{count}$  with  $T_{table}$ . If  $T_{count}$  is higher than  $T_{table}$ , Then  $H_0$  is rejected and  $H_1$  is accepted

**Table 6. T-test**

	Model	T	Sig.
1	(Constant)	2.129	.036
	Social Influence	3.914	.000
	Time Spending	9.422	.000
	Social Lifestyle	4.644	.000

a. Dependent Variable: SAP

Source: SPSS data analysis, 2014

The partial influence for each independent variable will be explained as follows.

1. Social influence (X<sub>1</sub>) on student academic performance (Y)

The hypothesis is reject  $H_0$  and accept  $H_1$  if  $T_{count} > T_{table}$  or accept  $H_0$  and reject  $H_1$  if  $T_{table} > T_{count}$ . In Table 6 the  $T_{count}$  of social influence (X<sub>1</sub>) is 3.914. Comparing  $T_{count}$  with  $T_{table}$ :  $3.914 > 1.984$ . Since the  $T_{count}$  is greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Therefore, social influence has very significant influence to student academic performance.

2. Time spending (X<sub>2</sub>) on student academic performance (Y)

The hypothesis is reject  $H_0$  and accept  $H_1$  if  $T_{count} > T_{table}$  or accept  $H_0$  and reject  $H_1$  if  $T_{table} > T_{count}$ . In Table 6 the  $T_{count}$  of time spending (X<sub>2</sub>) is 9.422. Comparing  $T_{count}$  with  $T_{table}$ :  $9.422 > 1.984$ . Since the  $T_{count}$  is greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Therefore, time spending has very significant influence to student academic performance.

3. Social lifestyle (X<sub>3</sub>) on student academic performance (Y)

The hypothesis is reject  $H_0$  and accept  $H_1$  if  $T_{count} > T_{table}$  or accept  $H_0$  and reject  $H_1$  if  $T_{table} > T_{count}$ . In Table 6 the  $T_{count}$  of social lifestyle (X<sub>3</sub>) is 4.644. Comparing  $T_{count}$  with  $T_{table}$ :  $4.644 > 1.984$ . Since the  $T_{count}$  is greater than  $T_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Therefore, social lifestyle has very significant influence to student academic performance.

### Discussion

In this research, data was collected from 100 respondents that were categorized by gender, age, batch, time accessing and utilization. The data was taken from the student of International Business Administration. The Result is social influence time spending and social lifestyle has influence toward student academic performance. The hypothesis testing was using F-test and T-test, the result has proven that there is linear relationship or have influence between variable simultaneously and partially.

### **Social Influence on Student Academic Performance**

Education is a complex process and involves various stakeholders, particularly the family, the university, and friends as an educational environment. The function and role of education, both individually and together, is an important factor in achieving the educational goals of building a complete Indonesian man and prepare human resource development quality. It is supported with previous study by Al-Rahmi and Othman (2009) which explored that collaborative learning positively and significantly with interactive with peers (friends), interactive with teachers and engagement which impact the students' academic performance.

### **Time Spending on Student Academic Performance**

Learning is a process conducted by a person to achieve the desired results. In learning outcome, someone will get a good academic record when he realized, responsible, and know how to learn efficiently. If viewed in theory there is a clear relationship between time management with academic achievement. Time management has influence on academic achievements. The previous research by Ndaku (2009), it found that a great number of students in University of Abuja had access to the internet. The students spend a very long time on social networking activities online.

### **Social Lifestyle on Student academic Performance**

Technology expands the knowledge of the youth, and is often accompanied with a style and design that evokes the desire of young people to have luxury items. Mobile phones, computers and other gadgets is their loyal friends, both at work and when relaxing because it allows them to always keep in touch with their friends and give them entertainment through music and games. By using the mobile phones, computers and gadgets the student are free to vent what they like to do on social media. The previous research by Rithika & Selvaraj (2013) it is found that students are very fond of using Facebook, Twitter, Youtube and Orkut. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The final conclusions of this research are:

1. Social Influence, Time Spending and Social Lifestyle have significant influence on Student academic Performance of International Business Administration Program simultaneously.
2. Social Influence has a significant influence on Student Academic Performance of International Business Administration Program partially.
3. Time Spending has a significant influence on Student Academic Performance of International Business Administration Program partially.
4. Social Lifestyle has a significant influence on Student Academic Performance of International Business Administration Program partially.

### **Recommendation**

The recommendations in this research are:

1. Social media should be expanded and new pages should be created to enhance academic activities to avoid setbacks in the students' Academic performance.
2. The environment including parents, teachers and friends should be a good example in order to improve their academic achievement.
3. The students should create a balance between using the social media and academic activities.
4. There should be a decrease in the number of time spent by students when use the social media
5. The impact of social media on the academic performance of students should focus more on the positive side than on the negative side to achieve balance.



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