THE ANALYSIS OF INTENTION TO BUY BOOKS BETWEEN REGULAR STUDENTS AND IBA STUDENTS OF FACULTY OF ECONOMICS AND BUSINESS SAM RATULANGI UNIVERSITY

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ABSTRACT

The study of Consumer Behavior has become essential. Consumer buying behavior has become an integral part of strategic market planning. Book is one of the most essentials part in learning process and activities. The purposes of this research are to analyze the difference of intention to buy books between International Business Administration (IBA) students and Regular students. The method that used in this research is Independent Sample t-test. Independent Sample t-test is a method to compares the mean score of two groups on given variable. Independent sample t-test method is used to analyze the data in this research. Data analysis in this research shows the independent sample t-test result between the group of International Business Administration student and Regular student. Theories supporting this research are marketing, consumer behavior, consumer buying behavior, and purchase intention. The population and sample observed in this research are 100 respondents; consist of 50 respondents by International Business Administration (IBA) and 50 respondents by Regular student of Faculty of Economy and Business Sam Ratulangi University. The result from the study is Consumer Buying Behavior and Purchase Intention of academic books towards International Business Administration (IBA) students and Regular students Faculty of Economics and Business Sam Ratulangi University have a different significant of each factor from academic books.

Keywords: *consumer buying behavior, purchase intention.*

INTRODUCTION

Research Background

The globalization era make a big change world wide especially in university lifestyle. With the development of globalization nowadays, the education also develop to be more modern. The university students have bacame a consumer to textbook. The study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction.

Consumer behavior study is based on consumer buying behavior. Consumer buying behavior has become an integral part of strategic market planning. Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumer are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers.

Book is one of the guide that support the nowadays development. University student as the future generation who will lead the development can not learn by themselves. Many universities require their students to have textbooks, but there are some universities that did not require their students to have textbooks because there are other sources other than textbooks such as eBooks, eLearning, etc. This lead to the decrease of intention of purchasing books because of easier access to get more information such as internet.

In Faculty of Economics and Business Sam Ratulangi University, the books is provided by the department to the International Business Administration (IBA) students. Book is important in learning process but, one of the department in faculty of economics and business which is management department did not require their students to have books. Although the students know that books is important for the learning process and one of the requirements to enter the class, many of the student did not buy textbooks. So base on the background, researcher wants to do the research to find out the problem based on questionnaires distributed of the consumer buying behavior and purchase intention of academic books between International Business Administration (IBA) students and regular students.

Research Objectives

Regarding the problems, which have been formulated and identified, that are mentioned in previous section, the research objectives is to analyze the difference of intention to buy books between International Business Administration (IBA) students and Regular students.

THEORETICAL REVIEW

Marketing

Broadly defined, marketing has two facts. First, it is a philosophy, an attitude, a perspective or a management orientation that stresses customer satisfaction. Second, marketing is activities and processes used to implement this philosophy (McDaniel, et al. 2011).

Broadly defined, marketing is a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with customer. Hence, we defined marketing as the process by which companies create for customers and build strong customer relationship in order to capture value from customers in return (Kotler and Amstrong 2006:5).

Burns and Bush (2006:4) state that Marketing as an organization function, not a group of persons or separate entity within the firm. Actually, it is also a set of processes and not a single tactic such as creating and end-aisle display. The processes create, communication, deliver value to customers. Marketing is not trying to sell customer something; rather, it is providing customers with something they value. The objective of marketing is to create and manage customer relationships for the benefit of the organization and its stakeholders.

Consumer Behavior

Solomon (2013:31) state that Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Broadly defined, consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs (Vani, et al. 2010).

Consumer Buying Behavior

Broadly defined, consumer-buying behavior refers to the purchasing of products for personal or household use, not for business purpose. Consumer-buying behavior differ when it buy different type of products like for frequently purchased low-cost items, a consumer employs routine response behavior involving very little search or decision-making effort and when buying unfamiliar, expensive item or one that is seldom purchased, the consumer engages in extensive decision making (Pride, et al. 2010).

Purchase Intention

Esch, et al. (2006), state that Purchase intention indicates that consumers will follow their experience, preference and external environment to collect information, evaluate alternatives, and make purchase decision. Purchase intention comes from consumers' perception on benefits and values acquisition, and it is a important key to predict consumer purchase behavior.

Previous Research

Sims (1971) titled Comparison of Consumer Behaviour Conformity and Independence between Black and Whites: an Exploratory Study, and have stated that: This study is about comparison of consumer behavior conformity and independence between blacks and whites. The basic hypothesis were: in a consumer decision making situation where no objective standards are present, individuals who are exposed to an emphatic group norm will tend to conform to that norm, in a consumer decision making situation where no objective standards are present, individuals who are exposed to an unemphatic group norm will show a tendency toward independence, blacks will tend to conform to a significantly greater extent than whites.
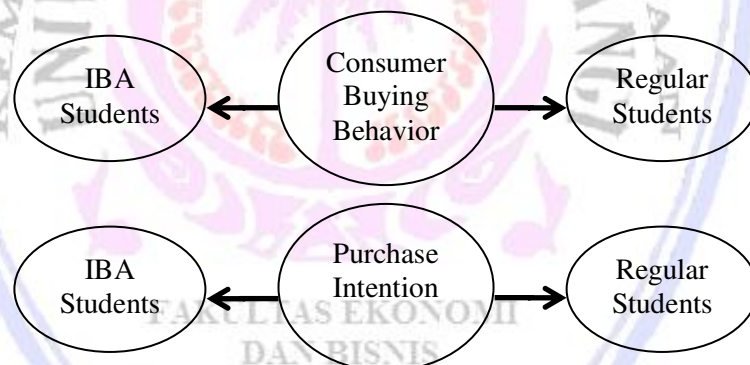
Figure 1. Conceptual Framework
Source: Theoretical Review 2014

Research Hypotheses

H₁   : There is a significant difference of the intention to buy books between Regular students and International Business Administration (IBA) students.

H₂   : There is no significant difference of the intention to buy books between Regular students and International Business Administration (IBA)students.

RESEARCH METHOD

Types of Research

This research is comparison type. Comparative is used to compare between two objects of research. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Time of Research

The located of this study was in Manado, North Sulawesi, Indonesia and conducted in Faculty of Economic and Business, Sam Ratulangi Univesity. The study was star on July 2014-October 2014 (3 Months).

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran 2003:265). The population of this research is student in Universitas Sam Ratulangi, Faculty of economy and Business particulary IBA Student and Regular Student. A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample. By studying the sample, researcher should be able to draw conclusions that are generalizable to the population of interest (Sekaran and Bougie, 2009:263). The samples of this research is university student of academic books in Universitas Sam Ratulangi Manado, as many as 100 respondents, consist of 50 respondents of IBA Student and 50 respondents of Regular Student.

Operational Definition and Measurement of Research Variables

Operational definitions of research variables are:
1. Consumer Buying Behavior in this case is uses 5 indicators.
2. Purchase Intention in this case is uses 3 indicators.

Measurement of the variables is an integral part of research and an important aspect of research design. By using the Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze.

Data Analysis Method

Validity and Reliability Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the ability of a measure to measure what it is supposed to measure. If it does not measure what it is designated to measure, there will be problems (Zikmund 2003:301). Constructing validity is the assessment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measure the questions. The main usage of the Reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. Reliability is the degree to which measures are free from error and therefore yield consistent results (Zikmund 2003:300).

Independent Sample T-Test

A t-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scalling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's *t* distribution. This t-test is used to analyse the consumer buying behaviour, consumer purchase intention, and consumer purchasing power between International Business Administration students and regular student. T-test compares the means of two variables. This test is done by comparing the t-value with t-table. The level of significance is 5% (α = 0.05). If t-value is greater than t-table hypothesis is accepted.

RESULT AND DISCUSSION

Result

Table 1. Group Statistics

	Grup	N	Mean	Std. Deviation	Std. Error Mean
X_1	IBA	50	3.2267	0.5692	0.0805
	Reguler	50	2.9467	0.54236	0.0767
X_2	IBA	50	3.9867	0.58306	0.08246
	Reguler	50	3.4867	0.69076	0.09769

Source: SPSS 19, Year 2014

Table 1 we can see the frequency of Customer Buying Behavior of academic books divided as IBA student and Regular student. Total respondents are IBA 50 and Regular 50 divided to answer two different questions about their perception about Customer Buying Behavior and Consumer Purchase Intention.

Table 2. Validity Test of Consumer Buying Behavior

		$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	X_{1total}
$X_{1.1}$	Pearson Correlation	1	.701**	.577**	.681**	.310**	.282**	.788**
	Sig. (2-tailed)		0	0	0	0.002	0.004	0
	N	100	100	100	100	100	100	100
$X_{1.2}$	Pearson Correlation	.701**	1	.577**	.696**	.276**	.269**	.775**
	Sig. (2-tailed)	0		0	0	0.005	0.007	0
	N	100	100	100	100	100	100	100
$X_{1.3}$	Pearson Correlation	.577**	.577**	1	.736**	.468**	.357**	.824**
	Sig. (2-tailed)	0	0		0	0	0	0
	N	100	100	100	100	100	100	100
$X_{1.4}$	Pearson Correlation	.681**	.696**	.736**	1	.348**	.272**	.835**
	Sig. (2-tailed)	0	0	0		0	0.006	0
	N	100	100	100	100	100	100	100
$X_{1.5}$	Pearson Correlation	.310**	.276**	.468**	.348**	1	.512**	.665**
	Sig. (2-tailed)	0.002	0.005	0	0		0	0
	N	100	100	100	100	100	100	100
$X_{1.6}$	Pearson Correlation	.282**	.269**	.357**	.272**	.512**	1	.596**
	Sig. (2-tailed)	0.004	0.007	0	0.006	0		0
	N	100	100	100	100	100	100	100
X_{1total}	Pearson Correlation	.788**	.775**	.824**	.835**	.665**	.596**	1
	Sig. (2-tailed)	0	0	0	0	0	0	
	N	100	100	100	100	100	100	100

**. *Correlation is significant at the 0.01 level (2-tailed).*

Source: SPSS 19, Year 2014

Tabel 2 shows all indicator of Independent Variable of Customer Buying Behavior ($X_{1.1} - X_{1.6}$) are stated valid because the correlation value is above 0.3.

Table 3. Validity Test of Purchase Intention

		$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	X_{2total}
$X_{2.1}$	Pearson Correlation	1	.723[**]	.386[**]	.862[**]
	Sig. (2-tailed)		0	0	0
	N	100	100	100	100
$X_{2.2}$	Pearson Correlation	.723[**]	1	.512[**]	.905[**]
	Sig. (2-tailed)	0		0	0
	N	100	100	100	100
$X_{2.3}$	Pearson Correlation	.386[**]	.512[**]	1	.728[**]
	Sig. (2-tailed)	0	0		0
	N	100	100	100	100
X_{2total}	Pearson Correlation	.862[**]	.905[**]	.728[**]	1
	Sig. (2-tailed)	0	0	0	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS 19, Year 2014

Table 3 shows all indicator of Independent Variable of Purchase Intention ($X_{2.1} - X_{2.3}$) are stated valid because the correlation value is above 0.3.

Table 4. Reliability Test

Cronbach's Alpha	N of Items
0.783	3

Source: SPSS 19, Year 2012

From the SPSS output on table 4 shows the Cronbach's Alpha Value of Customer Buying Behavior= 0,783 bigger than 0,60 means that this research instrument is stated reliable. Therefore the instrument data used in this research can be trusted.

Independent Sample T-Test

Independent sample t-test is used to test the difference between group of IBA Student and Regular Student indicators $X_{1.1} - X_{1.6}$ and $X_{2.1} - X_{2.3}$ as a measurement of Consumer Buying Behavior at IBA Student and Regular Student.

Table 5. Independent Sample T-Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
X_1	Equal variances assumed	2.518	98	0.013	0.28	0.11119	0.05935	0.50065
	Equal variances not assumed	2.518	97.772	0.013	0.28	0.11119	0.05934	0.50066

Source: SPSS 19, Year 2014

Table 5 informs about the difference between consumer buying behavior at IBA Student and Regular Student measured by total of six indicators, which are $X_{1.1}$ until $X_{1.6}$. Normality test result shows that both groups of subjects in the study have a normal distribution. The result of homogeneity test is 0.328 which shows that the variance between the samples is homogeneous. Table 4.9 above shows that the value of t_{count} < t table (2.518 > 1.984) and P_{value} > 0.05 (0.013<0.05), which indicates that the H_0, is rejected. It means that there is a significant difference between Consumer Buying Behavior at IBA Student and Regular Student.

Table 6. Independent Sample T-Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
X_2	Equal variances assumed	3.911	98	0	0.5	0.12784	0.24631	0.75369
	Equal variances not assumed	3.911	95.313	0	0.5	0.12784	0.24631	0.75378

Source: SPSS 19, Year 2014

Table 6 informs about the difference between purchase intention at IBA Student and Regular Student measured by total of three indicators, which are $X_{2.1}$ until $X_{2.3}$. Normality test result shows that both groups of subjects in the study have a normal distribution. The result of homogeneity test is 0.298 which shows that the variance between the samples is homogeneous. Table 4.10 above shows that the Value of t_{count} < t_{table} (3.911 > 1.984) and P_{value} > 0.05 (0.000 < 0.05), which indicates that the H_0, is rejected. It means that there is a significant difference between purchase intention at IBA Student and Regular Student.

Discussion

One of the requirements for IBA students is to have their own academic books. Lecturers will not allow the students to enter the classroom if they don't have their own academic books. Academic books are important for the learning process. Without academic books, it will be difficult for the lecturer to explain the material. Besides, IBA is an international program, that's why students must be updated with the source from international authors. While in regular program, the students are not required to have their own textbooks. The students can get the material by copying the material given by the lecturers. And also they can find source for their materials in library. Also, there is a difference in purchase intention on academic books of IBA student and reguler student. IBA student will buy books based on the recommendation from the lecturers, the lecturers will give information to the student about which authors or books that is suitable with the subject. While the reguler student tend to buy the book if the book from the publisher is the same with the academic books that they use that time.

This study support the previous research Sims (1971), that stated it makes the exploratory in nature and can only be generalized in terms of the population comprising it. However, the information obtained supports previous studies on reference group conformity and the information on blacks seems particularly revealing. The tendency of the blacks to accept social influence in both emphatic and unemphatic reinforcement conditions implies a tendency to accept information from peers on the style and quality of clothing products. Studies dealing with other types of products would, of course, add to knowledge regarding their general tendency to conform. Where no objective standards are present the tendency among blacks to conform to the group norm under all conditions of influence should provide insight to advertisers in the promotion of their products. Future studies may wish to consider influential variables other than race. For example, cultural influences on personality development and the quality of education between blacks and whites could be considered. Studies involving other ethnic groups may also be revealing.

The result of the study shows that IBA students prefer to buy books with routine response because the student acknowledge the importance of the text book toward their learning proccess in campus. While regular student tend to buy book prefentially, based on their disposition, text book is not to benefical recently because all the text book that the student needs are available in library.

CONCLUSION AND RECOMMENDATION

Conclusion

There are two findings that are found from the overall result in this research, which are listed as follow:
1. There is any significant difference of Consumer Buying Behavior of academic books towards International Business Administration (IBA) students and Regular students Faculty of Economics and Business Sam Ratulangi University
2. There is any significant difference of Purchase Intention of academic books towards International Business Administration (IBA) students and Regular students Faculty of Economics and Business Sam Ratulangi University

Recommendation

There are two important recommendation from this research, which are listed as follow:

1. To the IBA management have made good decision by stopping the book selling to the student, because according to the result, student of IBA buy the text book because of the obligation from institution. Better to develop the library rather than buy books to develop the student's reading intention.
2. The reguler students must develop their intention to buy books because, based on the answer frequency from the respondents, the reguler student tend to buy books without any plan and only buy books when they see the books from the publisher is the same with the books that curently use at campus. And of course the management also better to enforce the student to read book through several programs that they designed.

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