THE INFLUENCE OF MOBILE MARKETING ON CONSUMER ATTITUDE STUDY AT STUDENT OF SAM RATULANGI UNIVERSITY

PENGARUH PEMASARAN VIA SELULER TERHADAP SIKAP KONSUMEN PENELITIAN PADA MAHASISWA UNIVERSITAS SAM RATULANGI

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Abstract: Advances in Information and Communication Technology not only offers new marketing channels of communication and interactivity to the company but also significantly affect the way companies conduct their business and marketing activities.Marketing on Mobile devices has become one of the most popular channels of communicating with intending and potential customers, particularly in the form of text advertising through Instant Messaging Service. The study aims to determine the effect of mobile marketing on consumer attitudes among mobile phone users in Sam Ratulangi University students and to examine the influence of entertainment, information and credibility on consumer attitudes to marketing via the mobile. Data collection method of this is using a questionnaire. Multiple regression analysis was used to test the stated hypothesis and to find out the influence of dependent variable with independent variables. The Result of this research found that entertainment and credibility has a significant influence to the consumer attitude by using mobile marketing (except for information). The study recommends that: For companies who use this marketing strategy to send a message via the mobile need to better understand the demographic characteristics of consumers in order to develop marketing programs via cellular.

Keywords : mobile marketing, entertainment, informativeness, credibility, consumer attitude

Abstrak*: Kemajuan dalam Teknologi Informasi dan Komunikasi tidak hanya menawarkan saluran pemasaran baru komunikasi dan interaktivitas ke perusahaan tetapi juga secara signifikan mempengaruhi cara perusahaan melakukan bisnis mereka dan kegiatan pemasaran. Pemasaran pada perangkat telepon seluler (Ponsel) telah menjadi salah satu sarana yang paling populer untuk berkomunikasi dengan berhubungan antara perusahaan dan pelanggan dalam bentuk iklan teks melalui Layanan Pesan Singkat (SMS). Penelitian bertujuan untuk mengetahui pengaruh Pemasaran seluler pada sikap konsumen di kalangan pengguna ponsel di mahasiswa Universitas Sam Ratulangi dan untuk menguji pengaruh dari hiburan,informasi dan kredibilitas terhadap sikap konsumen pada pemasaran via seluler. Metode pengumpulan data menggunakan kuesioner. Teknik random sampling sederhana yang digunakan untuk memilih responden untuk penelitian ini. Regresi berganda digunakan untuk menguji hipotesis menyatakan dan untuk mengetahui pengaruh variabel dependen dengan variabel independen. Hasil penelitian menunjukkan bahwa hiburan dan kredibilitas memiliki pengaruh signifikan terhadap sikap konsumen dengan menggunakan mobile marketing (kecuali informasi). Penelitian ini merekomendasikan bahwa: (i) Bagi perusahaan yang menggunakan strategi pemasaran mengirimkan pesan via seluler harus lebih memahami karakteristik demografi konsumen dalam rangka untuk mengembangkan program-program pemasaran via seluler.*

Kata kunci : pemasaran mobile, hiburan, informasi, kredibiltas, sikap konsumen

INTRODUCTION

Research Background

Today, doing a business through the internet is growing quite rapidly. The highest interest in the internet based business is going hand in hand along with the development of information technology. In the past the internet can only be accessed through a computer, but now internet can be accessed easily through mobile phone or may handhelds. That is triggering business and purchasing via the internet has been started to become prevalence in Indonesia. Wish more and more people are using the internet; the virtual market is also increasingly open.

Mobile marketing is a topic of growing interest and importance. While the evidence of mobile marketing effectiveness is still scarce, marketers around the world are spending increasing amounts of money on marketing activities in mobile media. Such issues provide opportunities for new researches. For instance, what is a consumer's attitude toward mobile marketing? Which factors of mobile marketing that influence consumer attitude?

Present research has adapted conceptual foundation from Brackett and Carr (2001) and extended model of Ducoffe (1996) to examine the independent variables of entertainment, informativeness, advertising, credibility, and personalization. The content (informativeness) and form (entertainment) are crucial to the effectiveness of Web advertising. Along with entertainment and informativeness, credibility caused by advertisements also influences people's attitude toward them. Therefore, this research intends to advance past researches by investigating the variables of entertainment, informativeness and credibility, in the consumer purchase behavior context.

The target market of mobile marketing is being widely, It is known that in many areas of the world, the Internet and mobile devices users have grown tremendously in the last several years. Based on Communication Ministry data, in 2011, there are 55 million internet users in Indonesia, which 80 percent users on the age of 15 to 30 years old. Therefore, because of student's power in the marketplace, it is important for mobile marketer and consumer's behavior educator to better understand this population's attitude toward mobile marketing this research take sample in Sam Ratulangi University Manado which is university with the highest number of college students.

Research Objectives

The objectives of this research are to identify the significant influence of:

1. Information, Entertainment and Credibility to Consumer attitude simultaneously.
2. Information to consumer attitude partially.
3. Entertainment to the consumer attitude partially.
4. Credibility to consumer attitude partially.

THEROTICAL FRAMEWORK

Marketing Strategy

Kotler (2005:40) defined marketing strategy is the marketing logic by which the business unit hopes to achieve its marketing objectives. Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and archive a sustainable competitive advantage.

Mobile Marketing

Scharl, Dickinger and Murphy (2005) defined mobile marketing as using a wireless medium to provide consumers with time- and location-sensitive, personalized information that promotes products, services and ideas, thereby benefiting all stakeholders. Leppäniemi, Sinisalo & Karjaluoto. (2006), mobile marketing is the use of the mobile medium as a means of marketing communications. Putting all the definitions together, mobile marketing can be referred as marketing activities and programs performed via mobile devices (mobile phones, PDA, I Pads, Tablets etc) in mobile commerce.

Factors Influencing Attitude towards Mobile Marketing

a. Informativeness

Informativeness can be defined as the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made (Ducoffe, 1996; Waldt et al., 2009) and the ability to successfully give related information (Oh and Xu, 2003).

b. Entertainment

Entertainment defined as the ability to fulfill an audience needs for aesthetic enjoyment, fun diversion, or emotional pleasure (Ducoffe, 1996).

c. Credibility

Credibility is consumers' confidence in the honesty and plausibility of the advertisement (Chowdhury et al., 2006).

Type of Mobile Marketing

a. Push-Marketing

Push mobile marketing refers to marketing messages that are delivered proactively to mobile phones, intended to reach the target groups without customer's explicit request (Peters and Oslon, 2002).

b. Pull-Marketing

Pull mobile marketing involves requesting the consumer to indicate his interest/consent to receiving marketing messages on his mobile phone (Peters and Oslon, 2002).

Consumer Attitude Models in Mobile Marketing

Studies from the literature revealed that the framework for the study of mobile marketing relies on the models developed for the study of consumer attitude toward internet/web advertising and advertising in general (Brackett and Carr, 2001). According to Varnali and Toker (2010), it is more adequate to apply models developed for explaining the acceptance of information systems and the development of attitude for studies in mobile marketing and mobile advertising In addition, these models explain the intention to adopt mobile marketing based on theories related to technology adoption (Pedersen and Ling, 2002).

Previous Research

Youif (2012) Factor affecting Consumer Attitudes Towards Mobile Marketing, The validity of all the hypotheses of the study and the attributes of mobile marketing, have an effect on the attitudes of Consumers. There is correlation between attribute of mobile marketing Basheer. And Ibrahim (2010) Mobile Marketing Examining The Impact of Trust, Privacy, Concern and Consumers Attitude on Intention to Purchase, There existed positive relationship between perceived usefulness, perceived entertainment, and intention to participate and purchase intention Whereas there existed negative relationship between personal use, extensive advertising, privacy concern and intention to participate and purchase intention
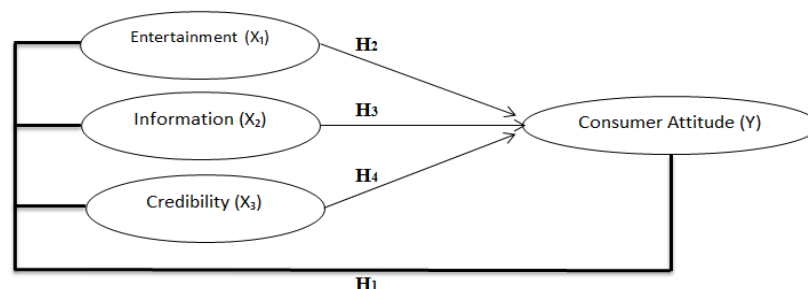
Conceptual Framework

Figure 1 Conceptual Framework
Source: Data processed,2016

Research Hypothesis

H_1: Information, Entertainment and Credibility have significant influences on consumer attitude to students in University of Sam Ratulangi, simultaneously.

H2: Information, have significance influences on the consumer attitude to students in University of Sam Ratulangi, partially.

H3: Entertainment, have significance influences on the consumer attitude to students in University of Sam Ratulangi, partially.

H4: Credibility, have significance influences on the consumer attitude to students in University of Sam Ratulangi, partially.

RESEARCH METHOD

Type of Research

This research use casual research approach because where the research objectives is to analyze the influenced variable between independent variables that is Perceived Organizational Support and dependent variables that is consumer attitude.

Place and Time of Research

The location of this study will be implemented in Sam Ratulangi University, Manado and the object of this research is students in Sam Ratulangi University.

Population

The population in this research was some students at of Sam Ratulangi University, Manado.The sample selected in this research was 100 student of Sam Ratulangi University, Manado.

Operational Definition and Research Measurement

Entertainment (X1)

Entertainment is an amusing and pleasant experience through the use of media

Information (X2)

Information is the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made

Credibility (X3)

Credibility is consumers' confidence in the honesty and plausibility of the advertisement.

Consumer Attitude (Y)

Consumer Attitude predisposition or a tendency to respond positively or negatively towards a certain product or service. Therefore attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards.

Data Analysis Method Validity and Reliability Test

To analysis the validity of questionnaires, Pearson product moment is used. An instrument measure is valid if the instruments measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer question. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, U., and Bougie R., 2006).

Multiple Linear Regression Analysis

The method of analysis used in this study is multiple regression models to approach the return. To find out the influence of dependent variable with independent variables used multiple regression linear with the formula:

Whereas: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

a	= a constant, the value of Y when all X values are zero
b_1, b_2, b_3	= the slope of the regression surface
Y	= Consumer Attitude
X_1	= Entertainment X_3 = Credibility
X_2	= Information e = Error

RESULT AND DISCUSSION

Multiple Linear Regression
Table 1. Multiple Linear Regression Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.16	1.161		1.861	0.066
	Entertainment	0.444	0.083	0.481	5.334	0
	Informativeness	-0.143	0.139	-0.124	-1.033	0.304
	Credibility	0.628	0.135	0.537	4.666	0

Source: Data Processed, 2016

Constant value is 2.160 means if the independent variable X1 and X2, are zero, the value of dependent variable (Y) is 2.160. The coefficient influence of Entertainment (X1) = 0.444 means that entertainment has a positive influence on consumer attitude. Informativeness (X_2) = -0.143 means that if there is one unit increasing in X_2, while other variable are constant then Y is predicted to increase by -0.143.Credibility (X_3) = 0.628 means if there is one unit increasing in X_3, while other variables are constant then Y is predicted to increase by 0.628.

Testing of Classical Assumption
Table 2. MulticolinearityTest

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Entertainment	0.359	2.782
	Informativeness	0.202	4.947
	Credibility	0.221	4.526

Source: Data Processed, 2016

Table 2 shows that the tolerance value of Entertainment is 0.359, Informativeness 0.202, Credibility is 0.221, means the tolerance value of variable is more than 0.2. The VIF value of Entertainment is 2.872, informativeness is 4.947 and Credibility is 4.526, means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.
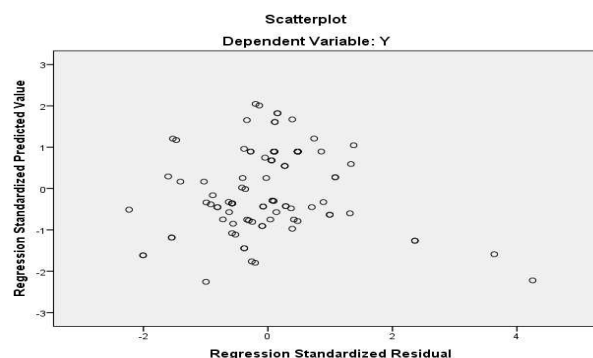
Heterocedasticity

Figure 2. Heterocedasticity Test
Source: Data Processed, 2016

Figure 2 shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression.

Testing the Goodness of Fit:
Coefficient of Multiple Correlations (R) and Coefficient of Determination (R^2)
Table 3. Result of R, R^2 and Adjusted R Square

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	0.719	0.71	2.64

Source: Data processed, 2016

Table 3 shows the correlation R = 0.848 indicating a strong positive relationship between independent and dependent variable. The value of R^2 is 0.719 or 71.9% it means that Entertainment, Informativeness, Credibility as dependent variables are able to influence consumer attitude as much as 71.9% while the rest 28.1% is other factors not included in this research.

Hypothesis Testing
F-Test
Table 4. Simultaneous Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1711.889	3	570.63	81.872	.000[b]
	Residual	669.101	96	6.97		
	Total	2380.99	99			

Source: Data Processed, 2016

In table 4, the value is 81.872, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denumerator) is 96 with level of significance is 0.05 ($\alpha = 0,05$) and the level of confidence is 95% then F_{table} is 2.37. The result is: F_{count} (81.872) > F_{table} (2.37). Since F_{count} is greater than F_{table}, H_o is rejected and H_1 is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted

T-Test
Table 5.T Test

Variable	T_{count}	T_{table}	Description
Entertainment (X_1)	5.334	1.664	Accepted
Informativeness (X_2)	-1.033	1.664	Rejected
Credibility (X_3)	4.666	1.664	Accepted

Source: Data Processed, 2016

Entertainment (X_1) T_{count} = 5.334 and T_{table} = 1.664 which T_{count} > T_{table} 1.664. Therefore, H_o is rejected and H_1 accepted, that means Entertainment (X_1) has significantly influence Consumer Attitude (Y). Informativeness (X_2) does not significantly influences Consumer Attitude (Y). Credibility (X_3) T_{count} = 4.666 and T_{table} = 1.664 which T_{count} > T_{table} 1.664. Therefore, H_o is accepted and H_1 rejected, that means Credibility (X_3) has significantly influence Consumer Attitude.

Discussion

The result shows that generally Entertainment and Credibility has a significant influence to the consumer attitude by using mobile marketing. This characteristic gives a big influence to those companies that using mobile marketing strategy to selling their product, and be evaluation for those companies for more consider about the entertainment content while selling their product by using mobile marketing messages.

Another characteristic which is Informativeness does not a significant influence to the consumer attitude by using mobile marketing, because the result of data processing, all the characteristics that are used to measure the influence of informativeness to consumer attitude by using mobile marketing in Student of Sam Ratulangi University is not match. Consumer attitude toward mobile marketing in Student of Sam Ratulangi Univrsity indicates that there are many factors influencing the purchase behavior, such as Entertainment, Informativeness and Credibility. Result indicates that entertainment and credibility gives strong relationship to consumer attitude, because it gives more impact than Informativeness. When the result indicates that entertainment and credibility has the strongest significant influence, it does not mean that Informativeness do not give any influence. Informativeness also gives influence on consumer attitude toward mobile marketing in Student of Sam Ratulangi University, but not as much such as Entertainment and Credibility. That value is from the test result by using SPSS.

CONCLUSION AND RECOMMENDATION

Conclusion

There are three conclusions based on the result of this research conducted to analyze the influence of entertainment, informativeness and credibility on consumer attitude.
1. Entertainments, and credibility have significant influences on consumer purchase behavior of students in Sam Ratulangi University, simultaneously
2. Entertainments does influences the consumer purchase behavior influence consumer purchase behavior of studenst in Sam Ratulangi University, partially
3. Informativeness does not influence consumer purchase behavior of students in Sam Ratulangi University, partially
4. Credibility does influences the consumer purchase behavior influence consumer purchase behavior of students in Sam Ratulangi University, partially

Recommendation
1. The company that using mobile marketing should determine target customers and understand their demographic characteristics in order to develop successful mobile marketing programs and strategies.
2. It is better the company that using mobile marketing to improve the content of the information in Marketing messages because is not significant caused by the accuracy of information has not proven and it should be personalized to consumer needs in stimulating positive attitude and response towards the advertised product/service mobile marketing message.
3. Marketers should frequently communicate with their customers in order to build customer loyalty and company should look for other factors that affect the influence on consumer purchase behavior, due to the lack that caused by another factor.
4. Organizations and advertisers should seek consumers consent before sending them marketing messages, as mobile phones are considered personal assets to the owners
5. Future research should add other variables that can influence the consumer purchase behavior so the consumer purchase behavior can be maximized.

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