

## Conference Paper

# The Differences of Consumer Behaviors Towards *Merantau* Student and Local Student

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## Abstract

This study aims to determine consumptive behavior of late adolescents who migrated with non-migrants using the primary data of 347 people collected through the method of online questionnaires, ie with the help of google form. The subjects of this study have characteristics that are; 1) *Merantau* Students, 2) Local Student 3) have aged 18 to 22 years.

Consumptive behavior measurement indicators were obtained according to Sumartono [11] The variables discussed are gender, length of time wander, pocket money, savings type and scholarship to consumptive behavior variable. The results of this study empirically found that consumptive behavior of adolescents or students who migrated and who did not migrate not only factors, places and shelter.

**Keywords:** Economic, *Merantau*, Consumptive behavior, Late Adolescence, Student

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## 1. Introduction

Adolescents (read: students) is one layer of consumers in the conduct of consumption. According to Wahidah et.al (2013) Students are learners who have registered in an educational institution called the University and have met the requirements set by the University.

In conditions that are full of technological developments, it is possible to affect a person's behavior patterns, including in terms of consumptive behavior. It underlies the changes of human habits and way of looking at various layers of society, especially in adolescence. This phenomenon has the potential to change the lifestyle of adolescents. According to Desmita [8] Indonesia is a developing country, where Indonesia also achieves per capita income of US \$ 3,800 / year. Referring to Sussenas (Supriyanto, 2016) in the year, the average per capita percentage for food and non eating in west sumatera Province per March 2016 was 54.54% and 45.46%.

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Consumptive behavioral phenomena are formed due to changing times and changing lifestyles. This is not spared from technological developments, online purchases facilitate almost all the elements of human needs, including teenagers. Starting from the purchase of everyday needs with online, such as food, cosmetics, purchases of expensive brands on bags, clothes and other furniture etc as a form of social existence. Included in the use of smartphones, which became one lifestyle support. With the number of online shopping media applications that make teen consumptive behavior increases. Based on survey results 72% of respondents save their money in banks, stocks, gold and piggy as much and 28% do not save the money. Tresna (2013) in his research states that there is a shift in meaning in the consumption of a good which is no longer as the fulfillment of basic human needs but as a tool of desire satisfaction in which there are various symbols about the improvement of status, prestige, class, style, displayed through the consumption of a good is an indication of consumptive behavior.

Purchase of a product can give a symbol, according to Khoirunnas [6] stated that by buying a product can give the status symbol to look more cool in the eyes of others. Khoirunnas also added that the student's consumptive behavior is caused by the sophistication of information technology in the public space with the impressions and readings open wide without limit, presenting the offer of luxury goods and tantalizing. This adds to the reference to research that consumptive behavior is influenced by technological intervention.

Negative impact of the pattern Consumptive behavior can be said to branch off and influence other aspects of community life. One of the consequences of consumptive behavior on students is that students become unproductive. Students who behave consumptively (Khairunnas, 2017) experience a change in lifestyle, where there is a bias boundary of basic needs and tertiary needs. In the research, Mulyani [8] states that adolescents like shopping activities, especially when there are discounts, hanging out in cafes, especially cafes with music, watching the latest movies that are running in theaters, karaoke on weekends or go to places of entertainment or other attractions on the weekend.

Consumptive behavior can also be interpreted as the behavior of people oriented to the process of consuming or the process of consuming everything that exists in their needs regardless of the classification of the needs of primary, secondary and tertiary. Often such cases are found in urban or urban communities. This indicates that consumer behavior at adolescent level is very diverse, therefore more research is needed about consumptive behavior to wander student and local student.

## 2. Research Methodology

The primary data was collected through a questionnaire of consumptive behavior based on Sumartono scale [11] (Likert's fourth point scale). This questionnaire distributed to Student University in Padang city.

### 2.1. Sample

The survey methodology was used to explore the consumptive behavior 347 students were in 18-24 years old from college student in Padang were selected for the study.

### 2.2. Tool

For the purpose of the survey, a questionnaire of money attitude was prepared. A 16-item questionnaire was developed, consisting eight consumptive behavior indicators: Discounts and prizes, attractive packaging, looks and prestige, price considerations, status symbols, conformity elements (endorse) that advertise, generate confidence, and try different brands.

### 2.3. Scope of study

In this study, questionnaire which contained eight consumptive behavior indicators and also demographics information will be dispended to approximately 347 students in University, Padang Regional. The demographics variables that will be analysed in this study are as follows: Gender, Age, Status (*Merantau* or Local Student). Testing and hypothesis assessment using Univariate approach that is two way Anova, that is to see the influence of consumer behavior of wanderers or not to wander from the characteristics they have (sex, age, long *merantau* and residence).

## 3. Limitation of Study

The sample selection according to Mappiare for this study is limited to University Students (adolescents in the 18-22 year age range) in Padang [3]. The results of this study may not be representative of a large group of universities youth populations. On the other hand, surveys are done online with a span of short questionnaires

## 4. Significant of Study

The study of consumptive behavior in students can be a learning paradigm at the final adolescent level (students) to improve students' knowledge about the scale of consumptive behavior. This study aims to describe consumptive behavior between *Merantau* student and local Student, which then as a reference design academic learning (especially economic courses) in implementing future plans according to the development of the future era. On the other hand, this study examined the relationship between specific characteristics (sex, age, duration of *merantau* etc) and indicators from Sumartono [11].

### 4.1. Consumptive behavior

Behaviors (read: *Perilaku*) (dalam Kamus Besar Bahasa Indonesia, 2008) defines as an individual response or reaction to stimuli or the environment. While consumptive behavior according to Depdiknas (in Tresna, 2013) is defined as consumption (wear only, not produce itself).

According to Schiffman and Kanuk [7] it defines consumer behavior as follows: "The term consumer behavior refers to the behavior of consumers that they expect will satisfy their needs ". Kartodiharjo states that consumptive behavior as a socio-economic development is influenced by cultural factors, the importance of the role of fashion that is contagious or causes certain products [6]. In addition, the attitude of someone like people do not want to miss from their friends or cultural illness called "prestige" is often a motivation in obtaining the product.

Consumptive Behavior [11] can be interpreted as an act of using a product that does not complete meaning, not yet used a product that someone has used the same type product from other brands or can be mentioned, buy goods because of the gift offered or buy a product because many people wear the goods.

Adolescents serve as media targets because adolescents have a high sense of curiosity to try new things. The environment contributes to changing attitudes because it becomes a more attractive commodity than the family. In addition, confidence crisis makes teenagers are in a volatile condition that arises desire to adjust to receive recognition from the group.

The factors that influence consumer behavior according to Engel, Blackwell and Minard (Tresna, 2013) include:

1. Internal Factors:

- (a) Motivation
  - (b) Personality
  - (c) Self-concept
  - (d) Learning experience
  - (e) Lifestyle
2. External Factors
- (a) Culture
  - (b) Social Class
  - (c) Reference Group
  - (d) Situation
  - (e) Family

Consumptive behavior theory that has been discussed by many experts / experts in the economy, it can be concluded that consumptive behavior is a buying action conducted on the basis of meeting the needs of life and get satisfaction for individuals and households. Based on the description of the factors above, it can be concluded that the formation of consumptive behavior not only from within a person (internal factors) but also influenced by individual external factors.

#### 4.2. Measurement of consumptive behavior

There are many scales to measure consumptive behavior, as well as the many variables that can be attributed. But in this study the measurement is limited to 1 variable only, and use indicator [11]. Operationally, Sumartono has 8 indicators that become the researcher's reference in making scale that is [11]:

1. Buy the product because of the lure of the prize.
2. Buy the product because the packaging is interesting.
3. Buying products in order to maintain the appearance of self and prestige.
4. Buying products on price considerations (not on the basis of benefits or usefulness).
5. Buying products just keep the status symbol.
6. Using the product because of the conformity to the model that advertises.

7. The emergence of the assessment that buying products with high prices will cause a high confidence.
8. Try more than two similar products (different brands).

### 4.3. University student

University students are in the range of late adolescence age 18-22 years. According to Mappiare adolescents are between 12 years old up to 21 years old for women and 13 years up to 22 years for men [1]. In this study, the sample was the late adolescent who had entered the university age of 18 years. Arosna states that the student age ranges from 18-25 years [2].

According to DEPDIKNAS, students are people who study in college. Students are intellectual individuals who will have the ability to continue the nation's ideals [4]. Tresna (2013) states that students are also agents of change, because with the power of students can break the government to act in accordance with their critical soul. Surely the delivery of opinions in a structured and uphold the morality of the nation always take precedence. Students by Hartaji are someone who is in the process of studying or studying and enrolled in education in one form of college consisting of academic, polytechnic, high school, institute and university[9].

Characteristics of students in general is the stability in the personality began to increase, because of the reduced fluctuations in the feelings. They tend to consolidate and think carefully about what they are going to achieve, so they have a realistic view of themselves and their environment [10].

Based on the above description can be concluded that the student is a learner aged 18 to 25 years registered and undergoing his education in college either from academic, polytechnic, high school, institute and university. While in this study, subjects used are active students with a range of 18-22 years, which is included in the span of late adolescence.

### 4.4. Merantau student

In previous studies conducted by Forster and Levie states that there are two reasons why one chooses to wander [5]. The reason is because of internal factors (because of the inner self, without coercion from others) and external factors (due to a friend's invitation or first hearing from a friend or media that attracts them to wander). In addition, the results of interviews According to Irawati in a newspaper stated that there are several

reasons for someone wandering and leaving their homes among others; want to get a job, want to get a decent education, love, conflict area, residential area that is prone to disaster and power [5]. The results of a brief interview on the reasons why students wander because the access to education in residence / area of origin is inadequate. But Baird et al notes that most people choose to leave their homes and wander because of internal factors or desires of themselves [5].

## 5. Result and Discussions

The sample was collected by distributing questionnaires online since May 2018 to 347 respondents, to find out consumptive behaviors among *merantau* student and local student in University level. Based on the data processing obtained results as follows:

### 5.1. Respondent’s characteristic

Based on the results of the frequency distribution test of the characteristics of respondents, can be presented in the following table: Table 1

TABLE 1

		N	Marginal Percentage
Country o Origin	Wander	257	74.1%
	Not Wander	90	25.9%
Gender	Male	141	40.6%
	Famale	206	59.4%
Age	18 Years	23	6.6%
	19 Years	71	20.5%
	20 Years	72	20.7%
	21 Years	89	25.6%
	22 Years	92	26.5%
Long Wander	Not Wander	90	25.9%
	< 1 Years	63	18.2%
	1-3 Years	126	36.3%
	> 4 Years	68	19.6%
Total		347	100.0%

Overall, it can be concluded that from 347 students participating in this research, it was found that 257 people (74.1%) were nomads and the rest of 90 people (25.1%) were non-nomads. In addition, most of the respondents were women as many as 206 people (59.4%), with the age of the majority ranged from 22 years. In addition, the average length of *merantau* ranged from 1-4 years as many as 126 people (36.3%). This can be interpreted from the diversity of characteristics of respondents who generally are

students coming from outside the region, potential to consumer behavior towards a product can be said to tend to be higher than respondents or students who come from the city of Padang itself.

### 5.2. Instrument test

The instrument test is a test to assess the validity and reliability level (realible) of all items that construct a consumptive behavior variable on the student or the respondent, along with the test results:

TABLE 2: Validity and Reliability Test Results.

Variable	Item	Corrected item to total correlation	Crombach Alpha	Information
Consumptive behavior	PK1	0,347	0,811	Valid and Reliable
	PK2	0,370		Valid dan Reliable
	PK3	0,385		Valid dan Reliable
	PK4	0,356		Valid dan Reliable
	PK5	0,490		Valid dan Reliable
	PK6	0,489		Valid dan Reliable
	PK7	0,353		Valid dan Reliable
	PK8	0,381		Valid dan Reliable
	PK9	0,399		Valid dan Reliable
	PK10	0,401		Valid dan Reliable
	PK11	0,457		Valid dan Reliable
	PK12	0,368		Valid dan Reliable
	PK13	0,522		Valid dan Reliable
	PK14	0,529		Valid dan Reliable
	PK15	0,400		Valid dan Reliable
	PK16	0,352		Valid dan Reliable

The result of the test of the instrument is the validity and reliability of the Consumptive Behavior variable, finding all the items that have all been valid and reliable with corrected item to total correlation > 0.367 and the value of crombachs alpha > 0.6 (Idris, 2008).



### 5.3. Description of consumptive behavior variables

The test aims to determine the extent of student’s consumer behavior toward a product, which is assessed based on the level of respondents’ answers (TCR), following a summary assessment of the level of achievement of respondents’ answers to consumptive behavior:

TABLE 3: Description of Consumptive Behavior Variables.

No.	Item Statement Consumptive behaviour	Rerata	TCR	Information
1	Saya akan membeli suatu produk apabila ada pemberian hadiah (bonus) tertentu.	2.93	73.34	High enough
2	Saya akan membeli suatu produk apabila terdapat potongan harga (discount)	3.23	80.76	High
3	Saya membeli produk karena kemasan yang rapi dan menarik	3.01	75.29	High enough
4	Saya membeli suatu produk karena unik dan lucu	2.81	70.32	High enough
5	Saya membeli produk tertentu untuk menunjang penampilan saya.	3.03	75.72	High enough
6	Saya membeli produk bermerek dengan harga yang cukup mahal karena tidak ingin dibilang ketinggalan jaman.	1.76	43.88	Low
7	Saya membeli produk bukan atas dasar manfaat atau kegunaannya	1.64	41.07	Low
8	Saya lebih focus pada mutu, kualitas dan merek (brand)	3.03	75.72	High enough
9	Menurut saya, pembelian produk import, mahal dan bermerek merupakan jaminan kualitas dan kepuasan bagi pembelinya	2.69	67.22	High enough
10	Saya suka membeli barang-barang yang saya pikir sebenarnya kurang berguna, namun keren di mata orang lain	1.80	44.88	Low
11	Saya memakai suatu produk karena diiklankan oleh serorang public figure yang saya sukai (Artis, model dll)	1.92	47.91	Low
12	Saya meyakini produk yang diiklankan oleh Public figure merupakan produk andalar	2.18	54.39	Not high enough
13	Rasa percaya diri saya meningkat ketika membeli dan menggunakan produk mahal.	2.48	62.03	Not high enough
14	Saya meyakini bahwa dengan membeli dan menggunakan produk mahal dan bermerek akan meningkatkan rasa percaya diri seseorang.	2.73	68.37	High enough
15	Saya Cenderung membeli produk yang sama dengan merek berbeda, meskipun produk tersebut belum habis terpakai	2.10	52.38	Low
16	Saya membeli dan menggunakan produk dengan 2 merek berbeda untuk mendapatkan pilihan yang terbaik	2.48	61.89	Not high enough
	Rata-rata	2.49	62.20	Not high enough

The result of the test of the description of consumer behavior variable in the students in Padang City, overall looks relatively low, but some valuation of certain items look very high consumptive behavior occurs if there is a gift, attractive packaging, unique and funny, support appearance, quality or brand, quality of imported products including also if there is a discount (discount). Thus it can be concluded that consumer behavior that occurs in students who migrated and who did not migrate relatively varied.

### 5.4. Hypothesis testing

Hypothesis testing using Univariate approach is two way Anova. To determine the acceptance or rejection of the research hypothesis can be seen from the value of the existing significance (Sig). If the value of significance is produced <0.05 then the

hypothesis is accepted, but if the significance value (sig) > 0.05 then the hypothesis is rejected, the following summary of the results of hypothesis testing:

TABLE 4: Tests of Between-Subjects Effects.

Source	F	Signifikansi	Keterangan
County_on_Origin * Gender	0.167	0.683	Hypothesis Rejected
County_on_Origin * Age	0.555	0.695	Hypothesis Rejected
County_on_Origin * Long Wander	7.343	0.007	Hypothesis Accepted
County_on_Origin * Residence	1.727	0.179	Hypothesis Rejected

Based on the data table above, it can be concluded, that the influence of student consumptive behavior significant to consumptive behavior is only influenced by the length of time wander with the status of wandering student or Local student. This is indicated by the significant value or probability <0.05 or 0.007 <0.05 so the hypothesis is accepted or proven.

While the student's consumer behavior towards a product does not look significant from the sex, age and residence of students who are migrating or not wandering. This is also indicated by the significant value or probability > 0.05 or 0.683, 0.695 and 0.179 <0.05 so the hypothesis is rejected or proven.

## 6. Conclusion and Suggestion

### 6.1. Conclusion

The results of this study empirically found that the consumptive behavior of student and local student wolves is only determined by the length of time factor migrated not from factors of sex, age and and place of residence. In other words consumptive behavior is no longer functional view of an item, but precedence relates to time and desire rather than interest. Social groups in adolescents play an important role because adolescents seek support for the changes that are experienced. They are more likely to imitate and act in accordance with the wishes or expectations of the group. Although the differences are not shown in real terms, there is some suggestion from within the individual to identify with the group. In addition, the social group is considered as a group that affects the behavior, values, or attitudes of a person and become a reference of the behavior that affects an individual self-concept.

## 6.2. Suggestion

For the development of this research model, future research will be able to add other factors that are expected to explain and influence consumptive behavior of students who are studying at University in Padang City. In addition to the upcoming research updates, researchers can also analyze differences in consumer behavior of students who are studying at the University with other universities, which can be made in the object of research. In addition, future testing tools can also be used to assess direct effect and indirect effect by using Amos or SmartPLS tool with Structural Equation Modelings (SEM) based research model.

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