

THE STUDY OF SWITCHING INTENTION BEHAVIOR IN PRIVATE UNIVERSITY (CASE STUDY IN ISLAMIC BATIK UNIVERSITY OF SURAKARTA)

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ABSTRACT

Higher Education has an important role to produce qualified human resources but in particular cases, some only care about the quantity of human resources. To focus on quantity makes Higher Education takes less attention of service factor to the student. The final result of satisfied service will produce loyalties. The unfinished process of loyalties in Higher Education may cause switching intention behavior that the students move to another Higher Education. This phenomenon occurs in Islamic Batik University of Surakarta. The fact is that the registered students change their mind not to reregister. This attract the researcher's attention to find out the cause of student's switching intention in order to use as a means of evaluation in giving service to the student (candidate student) in Islamic Batik University of Surakarta (UNIBA).

The type of the research is descriptive qualitative by taking sample of respondents from candidate student of UNIBA who resigned from 2012 to 2015. The finding of the research is first, tuition fee; second, accepted in state university; third, move to another private university; fourth, job; fifth, accreditation status; and sixth, service. Based on the analysis of the research, the primary cause of switching intention behavior is tuition fee which shows 32%. Besides, there is an issue that the students cannot pay in installments thus, they move to another Higher Education which offer cheaper tuition fee and may be paid in installments. It is hope that the research finding may be used as one of alternatives to formulate the policy in Higher Education especially in UNIBA Surakarta.

Keyword: switching intention, loyalties, consumer behavior, marketing mix attribute

INTRODUCTION

The development of company profile to build a nation may be based on investment, qualified production, efficient and effective management, competitive market, qualified service, professionalism and others, nevertheless, it is all focus in one thing, human resources which

derived from educational institution. Education is an attempt for human to develop their potential or expertise that embody in learning process. Educational background play its role in finding job vacancy in small or big companies. They offer some criteria as one of requirements and one of the requirements is education. Someone will find it difficult as the development of knowledge and technology will search somebody who can apply their knowledge they get from formal or non formal education and has a high dedication in labor industry.

Based on the Law No. 20 year 2003, Education is a conscious and planning attempt to build academic atmosphere and learning process to make the students develop their potential actively in order to have spiritual strength, self control, personality, intelligence, good attitude, and skill which is useful for her/him self, society and country. Higher Education is one of formal institutions which has duty and responsibility to train the students reaching the objective of National Education, to fill the various need of expertise and skillful human resources in society. Model of Higher Education management is equivalent to model of service business. There are many Higher Education which offer Undergraduate Program in Indonesia. Higher Education in the form of academy, polytechnic, further education or university. The total amount of the students in each universities is different from other since it is based on the promotion and how to inform about their universities. Higher education as a provider of educational service has to be able to identify the target market.

The demand of education is high in Indonesia and this is market opportunity for Higher Education to bring about formal education. Formal education in Indonesia starts from Elementary School till Higher Education which offer Undergraduate Program, Graduate and Post Graduate Program. In Indonesia, there are State University and Private University who in charge to hold Higher Education. Private Universities however play its role clearly. Private Universities in Indonesia grow very well therefore there is a fair competition to attract students to determine their option to study in Higher Education.

The fair competition between State University and Private University to reach sympathy of the students by offering quality and service of course. In fact, based on several considerations, students would rather choose State University than Private University although Private University has accredited A. The wishes and status of State University still win the students' heart to enter university. While Private University is the second choice of all. This is one of the reasons behind switching behavior intention of the students who enroll in Private University. To Schiffman and Kanuk (2004) interest as a qualified motivation which push someone's behavior in determining attitude. Interest may be affected by internal and external factor which play its role to change the consumer's mind. Internal and external factor based on marketing study is known as marketing mix (Kotler, 2000). One of the research about marketing mix is conducted by Margaretha Yolla (2011), whose research focus on choosing study program of Magister Management shows that students' interest in choosing study program is affected by students' perception about the tuition fee, products (the variety of master program), infrastructure, and process (teaching and learning activity).

Islamic Batik University (UNIBA) as one of private universities in Surakarta which has three faculties (Economic, Agriculture and Law) experiences this phenomenon about switching intention behavior of candidate students. They do not reregister after enrolling as UNIBAS's student. Based on this phenomenon, the present researcher is interested to do qualitative research. This research collects some information to understand an opinion, attitude, and response about switching behavior intention.

Formulation of the Problem

The formulation of the problem are as follows:

- How do candidate students make sense about the important of State University and Private University?
- How is the attitude and what is the students' opinion about choosing Higher Education (especially in UNIBA Surakarta) based on product, tuition fee, location, promotion, person, infrastructure and process point of view?

Objective of the Research

The objectives of the research are:

- To uncover the students' understanding about Higher Education (State and Private University)
- To find out the students' interest based on the product, tuition fee, location, promotion, person, infrastructure and process aspect.

Research Contribution

- This is qualitative research and the finding of the research can support the previous quantitative research which is hopefully give a complete information about the students' interest in choosing Higher Education based on particular aspect.
- The finding of the research becomes a reference in UNIBA to make a policy.

LITERATURE REVIEW

The Role of Higher Education

Higher Education as one of educational institutions takes an important role. Directorate General of Higher Education hopes that Higher Education are: (1) *agent of education*; (2) *agent of research*; (3) *agent of culture, knowledge, technology transfer*, and (4) *agent of economic development*. The qualified output of this institution is hopefully ready to compete in national or international labor market. Every Higher Education try its best to create "value" to compete in gaining candidate students. Kotler (2007) says, buyer or consumer chooses the highest offer based on their perception thus, the raising of quality in creating "value" may attract candidate students' interest to choose a particular Higher Education.

Marketing and Consumer Satisfaction

To Buchari Alma (2008), education service marketing means the activity of this institution offers service or deliver educational service to the consumer in satisfactoral manner. Dissatisfaction occurs when consumers claim a product or service cannot fulfill their wish, hope and needs. Consumers's dissatisfaction may be fatal since it may cause the lost of target market and the consumers will move to another mark (brand switching) to satisfy their needs.

Kotler-Keller (2009) state that satisfaction is a happy or disappointed feeling which compares performance; product and expectation. They say further that the value in consumer's mind is the difference between the prospect of the benefit and cost from the offered product toward the optional one.

Consumer Behavior and Marketing Mix Attribute

Consumer behavior is related to decision which someone takes in choosing goods or services. Schiffman and Kanuk (2007) say that consumer behavior is based on economic theory which means every person acts rationally to maximize their profit (satisfaction) in buying goods or services.

Marketing mix to Kotler (2000), views as a means of marketing which can control and combine to produce intended response in target market. In relation to this research, marketing mix consists of tuition fee, product, infrastructure, and process of teaching and learning.

Interest and Switching Intention Behavior

Kotler (2000) defines interest as wishes in someone's mind or wishes from someone else in buying decision and this is the first person who proposes an idea to buy goods or services. According to Schiffman and Kanuk (2004) interest as a qualified motivation which push someone's behavior in determining attitude. Interest may be affected by internal and external factor which paly its role to change the consumer's mind.

Bensai, Taylor, and James (2005) state a theory about consumer switching behavior which is known as *The PPM Migration Model of Service Switching*. They say that there are three factors which affect *switching behavior*, they are:

1. Push effect, is factor which affect someone to switch.
2. Mooring effect is factor which resist motivation to switch.
3. Pull effect, is factor which pull consumers to take another mark. The example is alternative attractiveness.

Nikbin et al. (2011), explain that consumer switching intention is the primary focus since consumers who change their mind may reduce target market and profil as well. Understanding about consumer switching intention takes part in serving the consumers' needs. Research (Saeed et al., 2011), states that one of the affected factors in consumer switching intention is price. The alternate prices contribute consumer's consideration in decision making.

RESEARCH METHODS

Type of Research

The type of the research is *Field Research* since this is a direct phenomenon in the field. This is descriptive qualitative research, a research which derived from words, utterances from the doer (Begnan and Steven in Lexy Moleong, 2009:35). It is useful to make it easy in describing the phenomenon of switching intention behavior of the candidate students. By conducting in depth interview, the present researcher explores the object, the candidate students who switch their intention to another university. Qualitative research is usefull to gain in depth information about meaningful data.

Type of Data

The type of data is document, spoken or written one, thought, and other related information.

Sample Taking Technique

Sample technique in this research is purposeful sampling. Sample in this research is students who switch their intention to another university or resign. The characteristic of purposive sampling according to Lexy J. Moelong (2009) are:

1. Emerging Designed Sample, is sample which cannot determine or pull first.
2. Sequence of sample, is aimed at getting as many as varieties. It gets from the analized previous sample. Every another sample chooses to enrich prior information. Researcher may adds or deletes the additional information. It is based on the need of the research.
3. Continued Adaptation of the Sample: Every sample has its purpose. The more information in hypothesis the more focus of selected research sample.
4. There is no need to repeat similar information. The total amount of sample is based on the need of information. If there is no more new information thus pulling sample is all right. To determine the sampling, snow ball sampling is usefull. It gives the researcher freedom to arrange the sequence of sample which starts from the key informant.

Data Collecting Technique

Data collecting technique in this research are based on the facts, that means the researcher is able to come into the phenomenon in order to see and feel directly. To Moleong (2009), primary source of data in qualitative research are words, acts and additional data such as document and some other. Based on that idea, data collecting technique in this research are as follows:

1. Interview Technique

In depth interview is an intimate and an open interview thus, it can reveal the data clearly. This is unstructured interview, this way is less formal so the researcher may get more detail information easily.

2. Observation

It is a process of observing, understanding, and taking a note directly related to the informant life which covers the development of the informant's problem.

3. Documentation

It is useful to collect the data which derived from document, media, and recording during the research.

Data Analyzing Technique

After collecting all the data, the next step is analyzing data. The researcher uses interactive analysis. There are three elements in this method, they are: (1) data reduction, (2), data display, and (3), drawing conclusion. According to Miles and Huberman (1992), it starts from the collected data and the combination of those three elements in a cycle process and must be interactive. The researcher has to move among the collected data, data reduction, data display and drawing conclusion during the rest of the research. Thus, qualitative data analysis is a continued process.

RESULT AND DISCUSSION

Based on the interview, there are 50 informants who give reason of resignation or switching their intention not to study in UNIBA. The informants falls into three categories:

- (1) Fresh graduate
- (2) Transfer student
- (3) Students who have a job and take regular program.

Each informant gets the same question about the reason of switching intention behavior or resignation. The calculation of the interview is as follows:

Table 1. Data categories (%)

NO	REASON OF RESIGNATION	TOTAL	PERCENTAGE (100%)
1	Tuition fee Accepted in State	16	32
2	University Enroll in other Private	13	26
3	University	3	6
4	Career demand	12	24
5	Accreditation Status	3	6
6	Service	3	6
Total		50	100

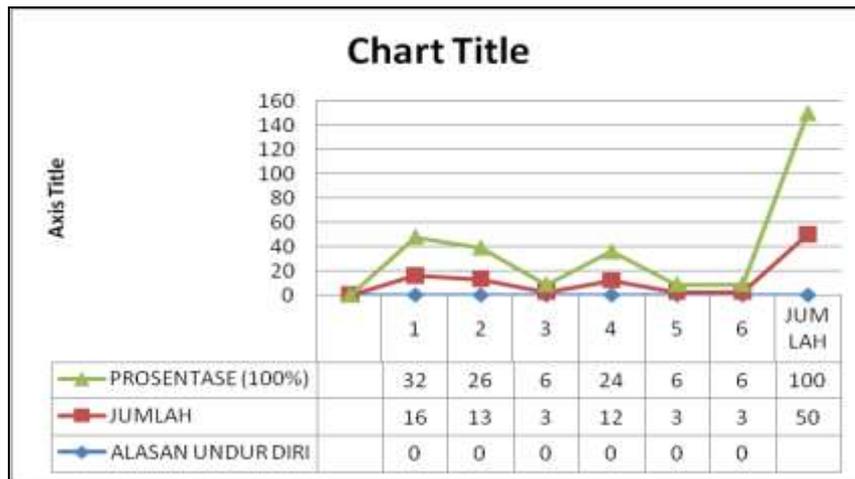


Figure 1

Tuition Fee Reason

Based on the percentage of the previous table, the highest reason of switching intention or resignation of the informants from 2012 to 2015 is tuition fee. It is 32%. From this reason, it shows that:

- Having less money may cause the students are in doubt to reregister themselves.
- The students are interested to reregister next year for they have to work and save money first. It derived from the data in 2013, that the students had registered but they reregister in 2014.
- Getting information that students may pay in installment in another Private University makes them tend to switch their intention. Some move to STIE Surakarta and UNISRI.
- Candidate students find out private university which offers *Bidikmisi* scholarship.

Behind the Reason of Enrolling and Accepted in State University

Besides tuition fee, the other information shows that the students resign for they are accepted in State University. The percentage of this reason is 26%. Those students are accepted in *UNS, UIN, and STAN*.

Career Demand

The other reason is career demand. The percentage is 24%. The reasons are:

- Headquarter/branch office location moves to another city.
- Students have to work outside Java.
- Class status of the student is under *IIC* from *BKD* thus, it is not necessarily to study in Higher Education.
- Full job schedule so they are afraid not to have permission from their office.

Behind the Reason of Enrolling to another Private University

The students are in doubt about UNIBA so they enroll to another private university. The percentage of this reason is 6%. One student enrolls to UNISRI and some other enroll to another private university which they donot eager to mention.

Accreditation Status Reason

Accreditation status also takes an important reason. It shows about 6%. The reason behind accreditation status is that labor market put accreditation A in top priority such as in bank

(Indonesian Bank), PT. POS INDONESIA, and another official government. It makes their parents move their children to another Universities which have accreditation A to get a better job easily.

Service Reason

Service reason is the following reason behind switching intention behavior. It shows 6%. The reason is that students get different information from registration officer thus, they are confused and doubtful. To anticipate, the important thing is that the registration officers have to be patient in directing the candidate students by giving certain and consistent information since some of the students are active but some others are passive.

CONCLUSION AND SUGGESTION

Conclusion

Capability to attract student depends on the way to inform about Higher Education. As a educational institution provider, Higher Education has to be able to recognize the target market. Registration officer and promoting staff are the vanguard of private university's life since they inform about the tuition fee, infrastructure, accreditation, and other information which is understood by the candidate students. They will think of some considerations from those information before making decision. Based on the analysis, the conclusion are as follow:

1. The highest reason behind switching intention behavior or resignation is tuition fee. This is similar to Zuhriyah's research (2005) which state that tuition is an important factor in choosing private university besides its quality and another marketing mix. Whereas Iriani's research (2005) shows that tuition factor takes in consideration but infrastructure takes more consideration for candidate students.
2. To Bensai, Taylor, and James (2005:98) the most important factor of switching intention behavior is low satisfaction in quality and services. The finding of this research shows that the quality of Higher Education and accreditation status also play its role in switching intention behavior. Related to Bensai, et all's *pull effect* (2005), things that shows candidate students switch their intention is the fact that they move to another state or private university.
3. The finding of this research is hopefully becomes a consideration in improving UNIBA's quality especially tuition fee. The quality and the image of Higher Education must hand in hand before Higher Education increases tuition fee. It is in accordance with Taba, Idrus' research (2010) which states that the increasing of tuition fee can be done unless the quality is good which covers the quality of the output and services as well.

Suggestion

Based on the research finding which discuss about switching intention behavior which covers tuition fee, accepted in state university, enroll to another private university, full job schedule, accreditation status and services, so the present researcher proposes some suggestions:

- The raising of tuition fee should consider the target market of UNIBA since those who enroll in UNIBA comes from middle class to lower class family thus, tuition fee is an important factor to take as consideration.
- To anticipate of the raising tuition fee, this institution should cooperates with the government to offer sholarship for those who come from middle class to lower class family. It can be find in the interview with some students who are eager to find a shcolarship such as *Bidikmisi* to support their study. This is one of the factors which affect switching intention behavior in UNIBA Surakarta.

- Students' parents are in doubt about the output of UNIBA. To anticipate this worry, UNIBA should take an active part to show students' role in society or in public places such as joining in national or international seminar, joining a competition, or to cooperate with other institution to support the output of UNIBA.
- To consider about full job schedule, it is necessarily to build a system technology to make the communication easier between students and lecturers thus, when students have another something to do or have a job from the office, they still may access the material by using system technology.
- Services is the first place to get new students. Those who give services are registration officer and promoting staff. They should get briefing before doing the job in order to show a good attitude, kind, patient, and give a clear and consistent information so the new students are definitely sure to enroll themselves in UNIBA.

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