

# The marketing Quality of Student Preneur at Widyatama University to win competition among businessmen

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Widyatama University has committed to develop student preneur for the students. It has been stated by rectorat policy that University of Widyatama wants their graduates as job creator, not as job seeker. The students are encouraged to join HIPMI (Indonesian Young Entrepreneurs Association) student Chapter Widyatama University. Based on observation, they offer any kind business, but limited marketing concept. Research objects are students who have run business. This study uses descriptive method. Questionares, interview and observation are used to collect data and descriptive statistical is used to analyze data. Marketing Quality of student preneur is they have less understood market share, market structure and market growth in their business. Students have set their market coverage by mapping areas that they can serve. Basically, respondents understand about marketing concept. Unfortunately, students only agree enough to this concept since they know segmentation, but they are not sure in segmenting their market. Consequently, target market becomes unclear too for their business. Quality product becomes a strategic offering to customers. Students can determine price of their product. They distribute the product by using distributor. Students have not used promotional activity as one of key instrument to develop their business.

Key words: marketing quality, student preneur

## 1. Background

Widyatama University is one of private University in Bandung and has around 6000 students from all kinds of faculties and eleven departments. Some of them are Business and Management Faculty, Economic Faculty, Engineering Faculty, Literature Faculty and Design and Visual Communication. These differences of faculties have become a competitive advantage for Widyatama University since it offers a lot of perspectives for students who want to develop their selves in the business as well as in the job area in the companies later. Each faculty offers their science to their students and makes diversity to their competency to face the real world after graduating from campus.

Now days, Rectorate of Widyatama University has program to encourage students to be an entrepreneur because students should become a job creator, not as a job seeker. It is also align with government program to develop entrepreneurship in the campus. Indonesian Education Ministry through Higher Education Directorate promotes some related programs to boost entrepreneur from campus and include Widyatama University. Some programs have been received by Widyatama University and are running by students who have received as well as lecturers who have been trained to be an entrepreneurial lecturer with additional knowledge, skill and ability.

This program has been responded well by students who want to be an entrepreneur after graduating from campus. Based on our observation, students from those different faculties, most of students have business while being student at Widyatama University.

To support students in developing their business as well as learning business, since July 2010, Widyatama University cooperates with Indonesian Young entrepreneurs Association (HIPMI) Bandung Branch to set up HIPMI student Chapter Widyatama University.

Indonesian Young Entrepreneurs Association (HIPMI) was established on June 10, 1972. The establishment of this organization based on the spirit to foster entrepreneurship among the youth, because at that time not many young people who shoot for - to be an entrepreneur. On his way to the economic crisis in 1998, has scored HIPMI entrepreneurial cadre, with the appearance of characters - young leaders in the arena of national and international business world. The situation was later to change public views on the profession respectable businessman in the position.

HIPMI student Chapter Widyatama University aims to promote entrepreneurship as one of interested opportunity for student's career. Programs related to develop studentpreneur have been prepared by committees cooperated with HIPMI Bandung Branch. For anyone who has passed learning process and has company legality such as PT or CV, they are encouraged to join HIPMI Bandung directly. A lot of things can be got by students such as knowledge, skill, ability in business and networking.

Members of this organization are students who have business or students who wants to run business. Students were happy by setting up of this organization in Widyatama University. It is indicated by interview to 10 members of HIPMI Student Chapter Widyatama University at the beginning of August 2010. They do expect HIPMI can develop their ability in running business and networking with practitioners and academician.

The Main member of HIPMI student chapter Widyatama Univesity are 72 students and has a diversified business such as pulses, culinary, photography, chocolate cake, bread, fashion and others. They run these businesses based on their hobbies. Consequently, the run it happily and keep developing it to make it better compares to others.

This is in line with the HIPMI program was determined to grow the cluster businessman appreciating the new mid-added, synergistic and dignity. Cluster entrepreneurs of this new medium is a cluster that contains the entrepreneurs who have the ability to value creation, innovative, professional, focused and holds the normative values in business. This cluster was born from the process of forging Association seeks to become mature and powerful businessman - entrepreneurs are rising class of entrepreneurs from small to medium enterprises and local entrepreneurs to be national.

One of management aspect that is developed by committees of HIPMI Student Chapter Widyatama University is marketing management. It is considered to be one of the most important knowledge that should be owned by entrepreneurs. Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that satisfy individuals and organizations goals."

(<http://www.marketingpower.com/library/dictionary>). Kotler dan Keller said that marketing is an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler & Keller, 2009: 45).

Most of students have been studying about marketing management in the class from their lecturers and others also join Indonesian marketing association student chapter Widyatama University to develop their knowledge, skill and ability in the marketing management. Besides that, committees of HIPMI often teach them about marketing aspect by presenting professional in marketing and academician from campus. This event has been done regularly since HIPMI was set up. Members can learn marketing management directly from expert and a lot of concepts and application were introduced to them.

Unfortunately, as one of lecturers who is responsible to develop their business, we found that those student preneur has limitation understanding about marketing. They run their business based on intuition and lack of understanding about marketing even they have learnt about marketing. We would like to analyze their marketing quality. Research question proposed how is the marketing quality of Student Preneur at Widyatama University to win competition among businessmen. This research objective is to analyze the marketing quality of Student Preneur at Widyatama University to win competition among businessmen. The result of this research is expected to give positive contribution especially about marketing aspect to committees and lecturers who are responsible to develop students business.

## 2. Literature Review

The term of entrepreneur comes from the translation of entrepreneurship, which can be interpreted as 'the backbone of economy ". That is the nerve center of the economy or as the "tailbone of economy ", namely controlling the economy of a nation. In epistemology, entrepreneurship is a value that is needed to start a business (start-up phase) or a process of doing a new (creative) and a different (innovative).

The term "entrepreneurship", actually comes from the word "entrepreneur". The term was first used by Cantilon in "Essay sur la nature du commerce" (1755), that designation for traders who buy goods in the regions by setting the prices of goods for sale, but with an uncertain price.

According to Thomas W. Zimmerer (1996:51), entrepreneurship is "applying creativity and innovation to solve the problems and to exploit opportunities That Everyday people face." Entrepreneurship is the application of creativity and innovation to solve problems and efforts to exploit opportunities facing every day. Based on the above opinions, it appears that an entrepreneur, a person who has desire to take advantage of various opportunities to enhance the value of these opportunities with the provision of innovation and creativity they have.

Thomas W. Zimmerer (1996: 51), Entrepreneurship is the result of a Disciplined, systematic process of applying creativity and Innovations to need and opportunities in the marketplace.

According to Dan Steinhoff and John F. Burgess (1993:35) entrepreneur is a person who organizes, manages and dare to bear the risk of creating new businesses and business opportunity.

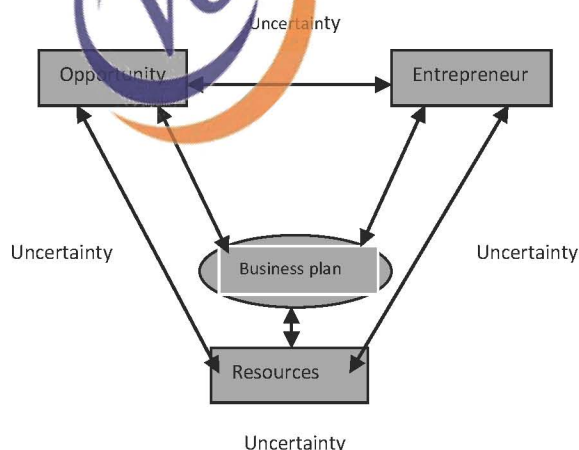
A person who organizes, manages and assumes the risk of a business or enterprise is an entrepreneur. Entrepreneur is an individual who financial risks, material and human resources a new way to create a new business concept or opportunities within an existing firm."

Jeffrey A. Timmons and Stephen Spinelli, in his book *New Venture Creation* states that who can be an entrepreneur you ask? Anyone who wants to experience the deep, dark canyons of uncertainty and ambiguity, and who wants to walk the breathtaking highlands of success. But Caution, do not plan to walk the latter Until you have Experienced the formers.

Quality of entrepreneurship concept can be explained from two views, first, theory about quality of entrepreneurship. Second, factors influence quality of entrepreneurship. There are some theories about entrepreneurship because it has been an interested study from different body of knowledge like sociology, psychology and behavioral theory. Economic theory about entrepreneurship put entrepreneurship as key production factor and not only as subordinate in the external variable. This theory said that entrepreneurship was created and developed if there is an economic opportunity. So, entrepreneur is one who always searches for, responds change and applies it to be opportunity, take risk (Cantillon, Mc Clelland), creating new way (Schumpeter), Decision making (Casson) and organization creation (Leibenstein).

Opportunity is an existing chance and can be seen, like incremental of change in human need on product and service, spreading of economic resources among regions (Say), limited information about market, raw material or uncertainty on human resources supply (Leibenstein), transfer of production technology and organization form developed countries to developing countries (Broehl) and so on.

A qualified entrepreneur is believed to be able to create a business plan based on opportunity and existing resources. Timmons explain relationship among entrepreneur – opportunity – resources and uncertainty:



Source: Jeffrey A Timmons, *A New Venture Creation*, in Bygrave (1994: 10)

**Picture 1: Three Determined Factors**

The relationship among those determined components become a problem in a small business running by an entrepreneur because owner and manager are still focused on one figure. In this case, an entrepreneur is an idea and business opportunity inventor and also be the one who has to supply economic resources needed to run the business.

Based on this description, a small entrepreneur is one who has high quality of entrepreneurship. Entrepreneurial quality is mix of great personality characters and skill like managerial ability. Yuyun Wirasmita said personality characteristic as an intrinsic value or generic from entrepreneurship and business skill as managerial ability (Yuyun Wirasmita, 1993: 3).

Second is about factors influence entrepreneurship. There are two basic theory about entrepreneurship (1) entrepreneurs is a businessmen who is born, developed by Hagen (1962), Fleming (1979), and Shapiro (1982). (2) Child caring, training and education influence creation of entrepreneurship spirit, pioneered by Mc Clelland. Based on Mc Clelland theory, factors influence quality of entrepreneurship are (1) background as part of life, include background of village – city and social status, (2) factors influence part of one's life in the future; education, business experience and business motivation.

Factors influence quality of entrepreneurship, intrinsically are 1) opportunity search, 2) Obstinacy and assidinity; 3) Obey to contract; 4) demand on quality and efficiency; 5) Risk Taking; 6) Goal setting; 7) Information search; 8) systematic planning and monitoring; 9) Persuasive and business networking arrangement 10) Self confidence.

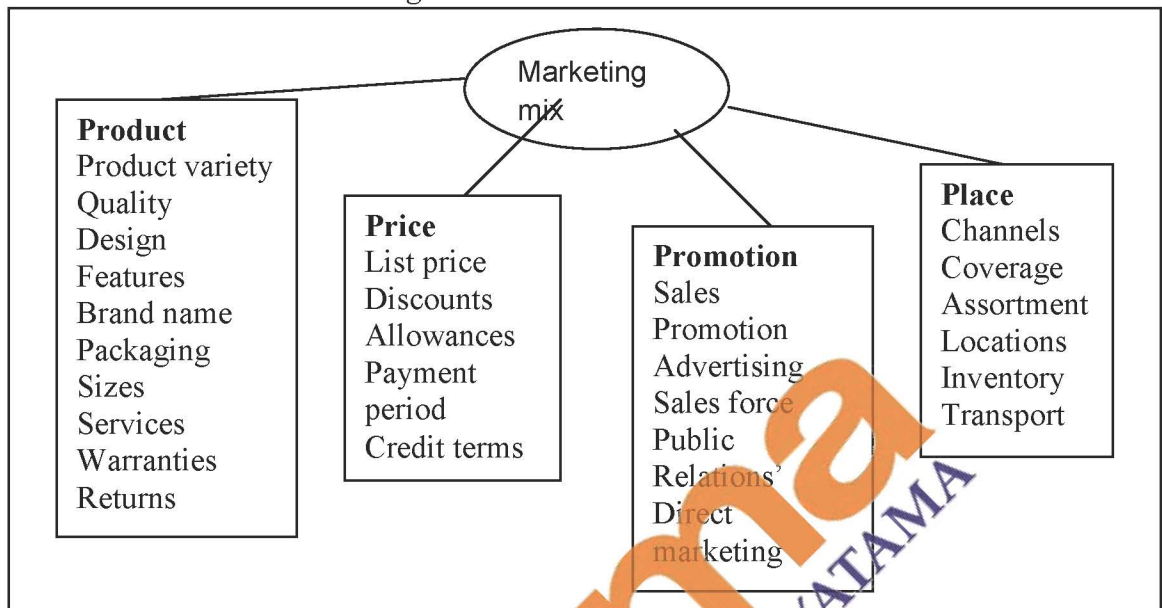
One of managerial aspect that should be understood by an entrepreneur is marketing management. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create and maintain relationships that will satisfy individual and organizational objectives (Boone & Kurtz, 2005:7). Others is Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Marketing Mix is the mix of controllable marketing variables that the firm uses to pursue the desired level of sales in the target market. The most common classification of these factors is the four-factor classification called the "Four Ps"- price, product, promotion, and place (or distribution). Optimization of the marketing mix is achieved by assigning the amount of the marketing budget to be spent on each element of the marketing mix so as to maximize the total contribution to the firm. Contribution may be measured in terms of sales or profits or in terms of any other organizational goals ([www.marketingpower.com](http://www.marketingpower.com))

Lamb, Charles W. Jr, Joseph F. Hair dan Jr, Carl McDaniel, Marketing mix refers to unique blend of product, distribution (place) promotion and pricing strategies (The four Ps) designed to produce mutally satisfying exchanges with a target market. The marketing manager can control each component of marketing mix, but the strategies for all four components must be blended to achieve optimal result" (*Lamb, Charles W. Jr, Joseph F. Hair dan Jr, Carl McDaniel, 2002:105*)

In connection with this marketing mix, Philip Kotler describes the decisions related to the marketing mix that is

**Picture 1: 4P in the marketing mix**



Source: Philip Kotler, Swee Hoo Ang, Siew Meng Leong, Chin Tiong Tan, 2003:

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### 3. Research design

Research objects are members of Young Indonesian entrepreneur association student chapter Widayatama University. This organization has 72 members but not all of them have business. Some of them are still learning how to set up business and manage it. This research focuses on members who have business and run it for minimum 6 months.

This study uses descriptive method with descriptive survey. Descriptive statistic is used to analyze data. Number of population in this research is 72 studentpreneurs and census is used to determine object of this research. Unfortunately, only 67 students send the questionnaires back. Questionnaire, interview and observation are used to collect data from September to 25 October 2010.

### 4. Findings and Discussion

Finding and discussion is based on data collection through Questionnaire, interview and observation.

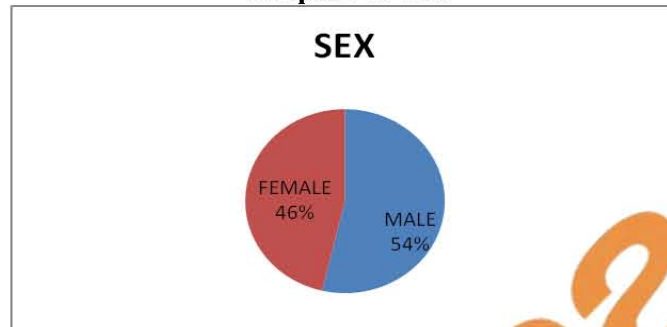
#### 4.1 Profile

Profiles of respondents are based on sex and ages.

#### 4.1.1 Sex

Respondents can be grouped in to male and female.

**Graphic 1: Sex**



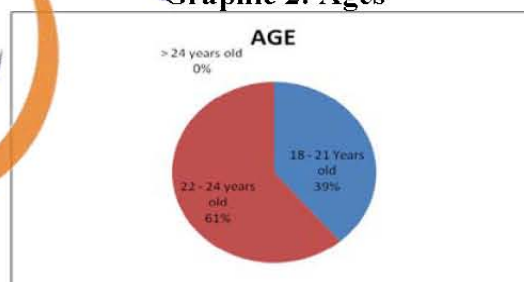
*Source: Data collection on September – October 25, 2010*

Data above indicates that the amount of male and female is relative the same since 54% of respondents are male and 46% are female. Observation also indicates that quantity of male and female is relative the same. It is an interested phenomenon since females is more interested to become business woman, not as job seeker. We did an interview with them and they said that they want to be an entrepreneur after graduation. That's why they start business since become students. Shifting in paradigm is facing by students now, especially female. They prefer to have their own business than work as an employee.

#### 4.1.2 Ages

Ages is based on three groups, namely 18 – 21 years old, 22 – 24 years old and more than 24 years old.

**Graphic 2: Ages**



*Source: Data collection on September – October 25, 2010*

Majority of students is between 22 – 24 years old and the rest between 18 – 21 years old. None of them is above 24 years old. The amount of this age is 61% and 39%. Based on observation, most of students are in the third year or 5<sup>th</sup> semester. They have studied about business introduction, marketing management, financial management, operation management, human resources management as well as entrepreneurship subject in the class. Those subjects have been basic for them understand business and run the business by using conceptual and theory. Some students also said that those subjects that have been studied in the class

were very useful for them to run the business especially entrepreneurship that teach theory and practical aspect of the business.

#### 4.2. Quality of Marketing

Marketing quality of student preneur at Indonesian Young Entrepreneur Association (HIPMI) student Chapter Widyatama University is seen from market share, market structure, market coverage, segmentation, targeting and marketing mix that are really relevant to students in running their business daily.

**Table 4.3: Quality of Entrepreneurial Graduates**

Nr	Quality of Marketing Student Preneur	Average	Meaning
1	Know market share	2.5	Less agree
2	Know market structure	2.6	Less agree
3	Know market growth	2.5	Less agree
4	Set market coverage	3.6	Agree
5	Understand about marketing concept	4.2	Agree
6	Segment the market	3.2	Agree enough
7	Target the market	3.1	Agree enough
8	Create a quality product	4.3	Agree
9	Set product price	3.7	Agree
10	Distribute the product by using distributor	3.1	Agree enough
11	Promote routinely	2.7	Agree enough

Source: Data collection on September – October 25, 2010

Marketing quality of members of HIPMI Student Chapter Widyatama University can be seen above. The first issue is market share. Market share is (geography definition) A proportion of total sales in a market obtained by a given facility or chain. 2. (strategic marketing definition) The proportion of the total quantity or dollar sales in a market that is held by each of the competitors. The market can be defined as broadly as the industry, or all substitutes, or as narrowly as a specific market segment. The choice of market depends on which level gives the best insight into competitive position ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)).

Market share of their business is less understood by respondents. It is indicated by score 2.5. Their response from questionnaires gives an indication they have less understanding on their market share. Based on interview with them, they said that they have lack of understanding on this issue. Besides that, they don't have any data on this business about competitors as well as data from association. Actually, they know how to calculate market share of their business from theory they receive in the class.

Finally, their reason is this business is new and cannot be counted for market share. Observation also supports to this findings since they never consider about market share. One thing to be considered is only comparing their business with

competitors from amount of buyers, but they use qualitative method only. Conclusion is only made to predict their business is higher or lower compare to competitor. Consequently, position cannot be stated as market leader or market follower in the industry.

Market structure is also responded less understand since the score is only 2.4. Most of respondents said that they don't know about market structure where they run business. Market structure is the pattern formed by the number, size, and distribution of buyers and sellers in a market. Since their business relates to new business and has no sufficient data, they can conclude about number and size of consumer for their product ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)).

Number of competitor and consumer has not become an important thing for students in running business. Some of them said that they even don't know how many players in the business they run. This issue becomes very strategic when they are asked about what their consumer want from their product and compare to their competitors offer to the customers.

Market growth is one of important to calculate market potential for the future. Students use their intuition to forecast market potential. They just see people who consume their product, then conclude that market growth is high. This conclusion is very bias and consequently, decision will be very useless. It can be seen from their product offers to consumers. Among student preneurs, they offer the same product to the same customers for long time since they start running this business. This condition will cause them loss and make market saturated. They don't pay attention to market growth of their business. One of their reason is they don't have data to calculate market growth. Data is the main cause of this condition since they can calculate market growth.

Market coverage can be understood by respondents and they set it. Market coverage is the number of available outlets in a given line of retail or wholesale trade, relative to a saturation level, that are selling a manufacturer's brand in a given market area. Manufacturers typically follow one of three forms of market coverage: exclusive distribution, intensive distribution, or selective distribution ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)).

Students have set their market coverage by mapping areas that they can serve. One of business run by student is photography and their market coverage in Bandung area. This also executed by student who runs business chocolate. She offers her product around Bandung and not more than that area. She focuses on this area and she can deliver the product well. Market coverage has been understood by students and determines area that will be served by them. Others are uses more than Bandung. They deliver product through Indonesia since they promote in social networking like facebook and twitter that are very familiar with them now days.

Basically, respondents understand about marketing concept. They can explain definition of marketing and it's roles to their business. Most of students have studied marketing concept from their lectures. Marketing management is not only studied basically, but also advance marketing such as international marketing, strategic marketing and marketing research. Those concepts have been familiar to them. Besides studying at classes, students are also encouraged to join Indonesian marketing association student chapter Widayatama University. They can learn from practitioners and academicians about marketing.

Market segmentation is the process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs. Each subset may conceivably be chosen as a market target to be reached with a distinct marketing strategy. The process begins with a basis of segmentation—a product-specific factor that reflects differences in customers' requirements or responsiveness to marketing variables (possibilities are purchase behavior, usage, benefits sought, intentions, preference, or loyalty). Segment descriptors are then chosen, based on their ability to identify segments, to account for variance in the segmentation basis, and to suggest competitive strategy implications (examples of descriptors are demographics, geography, psychographics, customer size, and industry). To be of strategic value, the resulting segments must be measurable, accessible, sufficiently different to justify a meaningful variation in strategy, substantial, and durable ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)).

Unfortunately, students only agree enough to this concept since they know segmentation, but they are not sure in segmenting their market. It is indicated by score 3.2. Discussion with them also indicate this phenomenon where they can explain concept of segmentation and it's role in the marketing as well as segmentation based on geography, demography, behavior and psychographic. Unfortunately, they cannot put it into their customers. They sometimes inconsistently describe their market from segmentation.

Target market is the next step after segmenting the market. Narrowly focusing ads and keywords to attract a specific, marketing-profiled searcher and potential customer. You can target to geographic locations (geo-targeting), by days of the week or time of day (dayparting), or by gender and age (demographic targeting). Targeting features vary by search engine. Newer ad techniques and software focus on behavioral targeting, based on web activity and behaviors that are predictive for potential customers who might be more receptive to particular ad. ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)). Since they cannot segment the market well, target market becomes unclear too for their business. It is indicated by score 3.1. Actually, they can explain conceptual of targeting, but fail to use it to their own market. Sometime they use demography as segmentation base, but geography based in the targeting. It makes their targeting inconsistent and become bias.

Product is a bundle of physical, service and symbolic attributes designed to satisfy a customer's want and needs (Boone and Kurtz, 2005: 305). Quality product becomes a strategic offering to customers and student response is they agree that they have created and offer a quality product to customers. Quality is seen as best in design and suits to customer demand.

Price is also considered as a strategic point in the business. The formal ratio that indicates the quantities of money goods or services needed to acquire a given quantity of goods or services ([www.marketingpower.com/dictionary](http://www.marketingpower.com/dictionary)). Students can determine price of their product based on fixed cost and variable cost needed to create their product. Most of them use mark up strategy to determine their product price. Unfortunately, they sometime forget to consider other cost such as depreciation in their equipment.

Marketing channels are set of interdependent organizations involved in the process of making a product or service available for use or consumption (Kotler, 2003:523)Distribute the product by using distributor is responded agree enough by students. Some students create booths to distribute their product. Based on

observation, this student distributes their product such as small bread to six different places. She distributes at minimarket, traditional market and also at campus. She can employ around 12 people to help her distribute the product.

Promotion means “to move forward” and in marketing, promotion has a similar meaning, namely to motivate (or move, in a sense) customers to action (Shimp, 1993: 6).

Promotion has the goal of informing prospective customers about the product, services and terms of sale, persuading people to prefer particular products and brands, shop in certain stores, attend particular entertainment events, and perform a variety of other behavior, inducing action from customers such that buying behavior is directed toward the marketer’s offering and is undertaken immediately rather than delayed (Shimp, 1993:7).

Effective communications with customers is critical to the successful functioning of any organization, business or otherwise. A major factor contributing to the increased importance of marketing communications is the fact that the various communication elements (eq. Advertising and publicity) are practiced against a backdrop of ever-changing social, economic, and competitive forces (Shimp, 1993:5).

Students have not used promotional activity as one of key instrument to develop their business. They do understand about promotional activity and they always see promotion from television and others. But, they just set a traditional way to promote their product to customers. Advertising through pamphlet is familiar with them. They also use direct marketing by using short message service (SMS) to offer their product to customers. Facebook and twitter are also used to introduce their product. Unfortunately, these instruments are not engaged in to an integrated marketing communication.

## 5. Conclusion

Marketing Quality of student preneur is they have less understood market share, market structure and market growth in their business. Students have set their market coverage by mapping areas that they can serve. Basically, respondents understand about marketing concept. Unfortunately, students only agree enough to this concept since they know segmentation, but they are not sure in segmenting their market. Since they cannot segment the market well, target market becomes unclear too for their business. Quality product becomes a strategic offering to customers and student response is they agree that they have created and offer a quality product to customers. Quality is seen as best in design and suits to customer demand. Students can determine price of their product based on fixed cost and variable cost needed to create their product. Most of them use mark up strategy to determine their product price. Unfortunately, they sometime forget to consider other cost such as depreciation in their equipment. Distribute the product by using distributor is responded agree enough by students. Students have not used promotional activity as one of key instrument to develop their business. They do understand about promotional activity and they always see promotion from television and others. But, they just set a traditional way to promote their product to customers.

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