

The Influence of Marketing Mix toward Students Intention to join HIPMI Student Chapter Widyatama University

R. Susanto, Harun Heri Trismiyanto, Meriza Hendri
Widyatama University, Bandung
merizahendri@yahoo.com

Indonesian Young Entrepreneurs Association (HIPMI) Widyatama University student chapter had been set up around July 2010 at Widyatama University and it has been introduced through seminar and publication by printed media in Bandung. HIPMI has a committee to run this organization and one of them is marketing program through programs, joining fee, location and promotion as well as physical evidence, people and process. This research aims to analyze the influence of marketing program toward student's intention to join HIPMI Widyatama University student chapter. Research objects are students of Widyatama University from Business and Management faculty. This study uses descriptive method. Questionnaire, interview and observation are used to collect data and descriptive statistical analysis is used to analyze data. Respondents know HIPMI Widyatama University student chapter. Respondents agreed that they know of the existence and secretariat of HIPMI Widyatama University student chapter. They believe with faculty coaches. Respondents were less agree with the benefits HIPMI Widyatama University student chapter for them. In addition, they are also sufficiently belief with the management and benefits programs offered to them. They are less aware of the program HIPMI Widyatama University student chapter. So is the way to join and participate in the program HIPMI Widyatama University student chapter. The latter is of interest to join only be considered adequate

Key words: marketing mix, HIPMI

1. Backgrounds

Entrepreneurship becomes a priority matter by the Widyatama University currently reflected in the various programs developed by the rector to promote entrepreneurship for students. Campus target is to make students as job creators and not job seekers instead of. This is seen increasingly limited employment for university graduates. The development of entrepreneurship theme in line with the positioning Widyatama University campus that is friendly for future business pro.

To support the development of entrepreneurship for students, the university is also developing knowledge and skills of the lecturers on entrepreneurship through training offered by various institutions of higher education and the director general of the bank independent. They are expected to provide knowledge and experience about entrepreneurship to students.

Additional support is a matter of entrepreneurship curriculum provided to students. The curriculum becomes very important for the learning process of entrepreneurship at the Widyatama University. The curriculum used has been adjusted with the program that was developed by Bank Mandiri in collaboration with six universities in Indonesia, Indonesian University, Bandung Institute of

Technology, Institut Pertanian Bogor, Padjadjaran University, Gadjah Mada University and the Institute of Technology Sepuluh November. The curriculum is designed to meet the needs of students from the aspect of soft skills and hard skills. Student centered learning is developed so that students can be active in the process of entrepreneurship education.

One of the most important aspects in the development of entrepreneurship is the extra-curricular activities with the establishment of Indonesian Young Entrepreneurs Association (HIPMI) Widyatama University Student Chapter in July 2010.

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.

In the era of reform, especially after the economic crisis, demanded a change in vision, and organizational mission. HIPMI constantly adaptive to the new paradigm that makes the Small - Medium as the main pillar of national economic development and locomotives.

HIPMI has a motto Entrepreneur Warrior meaningful that HIPMI cadres not only expected to be a formidable national employers but also the nationalistic-minded entrepreneurs and have concern for the demands of public conscience.

HIPMI are independent non-partisan organization. HIPMI not a underbouw of any organization (www.hipmi.org).

The purpose HIPMI Widyatama University Student Chapter is to develop entrepreneurship for students through seminars, training and networking with existing members HIPMI in Bandung and in the provinces of West Java. The main program is the coaching and counseling given by members of the Association seeks to students who wish to become entrepreneurs and develop the business in a professional manner. For students who already have a business and is eligible to establish his own company, directed to join the Association seeks HIPMI Bandung and West Java which is an organization, has the advantage that far more than HIPMI Student Chapter.

HIPMI Widyatama University Student Chapter has a board which comes from the students and supervised by lecturers who are concerned with entrepreneurship for students. So far, there are five faculty coaches who come from different disciplines ie operations management, financial management, marketing and human resources and information technology.

Along with the achievement of its objectives, the management HIPMI Widyatama University student chapters conduct programs marketing mix to attract students to become members. Marketing programs can be drawn from the marketing mix done of

- a. Program offered to members is the development of knowledge, skills and abilities of students to be an entrepreneur. Programs that run seminars, trainings, discussion of entrepreneurship, coaching and counseling provided by practitioners who have succeeded in business and academia representing lecturers
- b. Members are free to join in because the basic HIPMI who want to develop is how students gain knowledge, skills and abilities by not spending money
- c. HIPMI Widyatama University student chapter has a secretariat at the campus of the Widyatama University and supported by the campus by providing a place in the Business Community Development which is representative to develop the entrepreneurial spirit
- d. Promotions run regularly by the board through ads, blogs, email and enter into entrepreneurial class in which the course is given to students.
- e. Management HIPMI Widyatama University student chapter has been given knowledge of HIPMI and entrepreneurship and they even have own businesses so that they can provide services to students who wish to join the HIPMI.
- f. The board has been provided with uniforms which they designed themselves and the physical evidence room that is attractive for students to join. Secretariat HIPMI Widyatama University Student Chapter equipped computer facilities, work space, a place to market products as well as a discussion room
- g. The process to become a member is easy and the process to follow various HIPMI a very simple program. In addition, the process of consultation with faculty coaches and entrepreneurs who HIPMI members are also very easy by using various media such as internet, short message service or telephone.

However, based on observations and discussions with administrators HIPMI Widyatama University Student Chapter in September 2010, members was only 72 Widyatama University students while on the faculty of Business and Management itself there are more than 1,500 students who have earned a total of six entrepreneurship course credit. This is a challenge for administrators and coaches HIPMI Widyatama University student chapter to attract students, especially students of business and management faculty Widyatama University to join this association. The research problem proposed how is the interest students to join the

HIPMI Widayatama University student chapter. The results of this study are expected to provide input for administrators and coaches to attract students to join HIPMI Widayatama University student chapter.

2. Literature Review

2.1 Entrepreneurship

Entrepreneurs are people who have the ability to see and assess business opportunities, gathering resources needed to take advantage of it and take appropriate action to ensure success (Meredith. et al., 2002; 5). Thomas W. Zimmerer (1996:51), entrepreneurship is applying creativity and innovation to solve the problems and to exploit opportunities that people face everyday. Entrepreneurship is the application of creativity and innovation to solve problems and efforts to take advantage of opportunities faced every day.

Jeffrey A. Timmons and Stephen Spinelli, in his book *New Venture Creation* said that who can be an entrepreneur you ask? Any one 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 former.

An entrepreneur is not just born, but can be trained. Therefore, the education is necessary for students to develop and enhance knowledge, skills and abilities in entrepreneurship. Knowledge, skills and abilities can be developed through education container

Education plays an essential role in shaping attitudes, skills and culture – from the primary level up. Entrepreneurship education provides a mix of experiential learning, skill building and, most importantly, mindset shift. Certainly the earlier and more widespread the exposure to entrepreneurship and innovation, the more likely it is that students will consider entrepreneurial careers at some point in the future (Karen Wilson, 2008)

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 sub ordinate 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 (Leisbenstein).

2.2 Marketing Management

Business oriented companies and nonprofit organizations can use marketing to attract potential consumers to buy their services or products offered to them. HIPMI Widyatama University Student Chapter as a non-profit organization is also implementing marketing management to attract students to join.

The main difference HIPMI University Student Chapter Widyatama with other companies is HIPMI Widyatama University Student Chapter offers services to students.

A service is any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product (Phillip Kotler dan Kevin Lane Keller, 2009: 386)

Philip Kotler and Kevin Keller, marketing is about identifying and meeting human needs. One of the shortest good definitions of marketing is "meeting needs profitably" (Kotler and Keller, 2009: 45). Kotler dan Keller said that 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 (Kotler & Keller, 2009: 45).

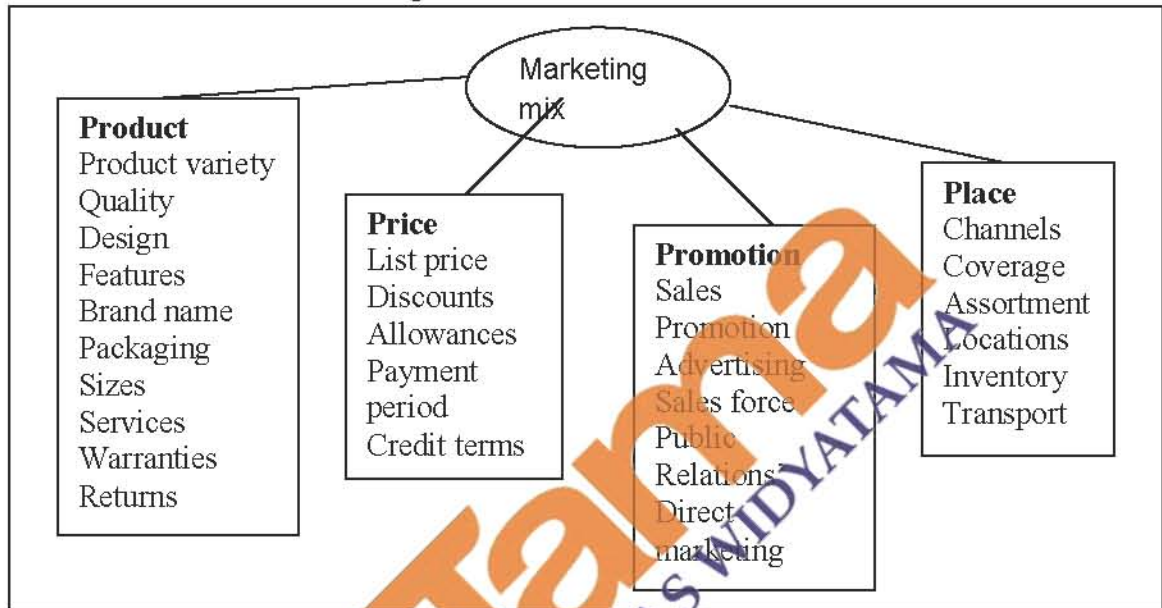
The aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy (Kotler & Keller, 2009: 45).

Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, 2006 : 425).

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)

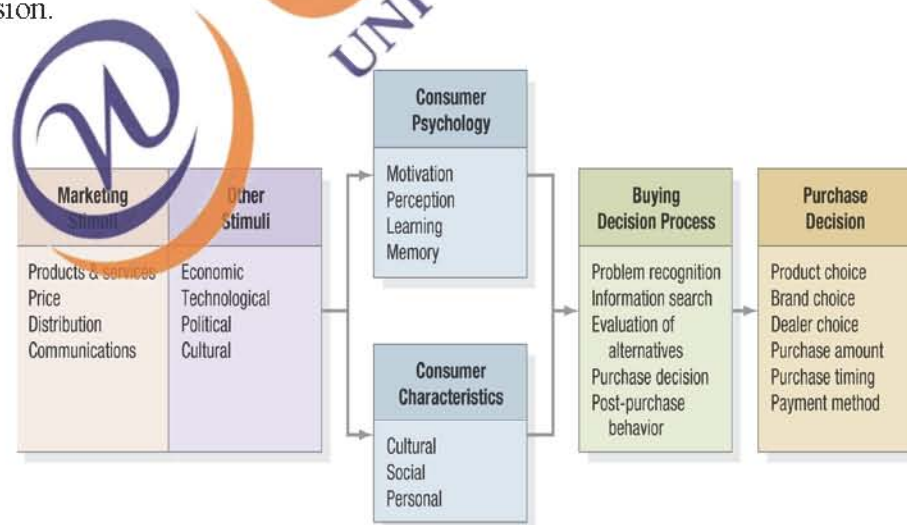
In connection with this marketing mix, Philip Kotler describes the decisions related to the marketing mix that is

Picture 1: 4P in the marketing mix



Source: Philip Kotler, Swee Hoo Ang, Siew Meng Leong, Chin Tiong Tan, 2003: 17

Marketing program becomes marketing stimuli at the customer purchase decision.



Consumer Behavior Model
Kotler, 2009: 246

Post purchase behavior is loyalty and loyalty is defined as non random purchase expressed over time by some decision making unit (Griffin, 2002).

Table 2: AIDA model

	Model AIDA
Cognitive Stage	Attention
Affective Stage	Interest Desire
Behavior Stage	Action

Kotler & Keller, 2009: 515

Student's intention is at the second level at response hierarchy model.

3. Research Design

Research objects are students of business and management faculty of Widyatama University who has studied about entrepreneurship in the class. Besides that, they also have been introduced about HIPMI student chapter Widyatama University through marketing mix offered.

This study uses descriptive method with descriptive survey. A type of conclusive research that has its major objective the description of something – usually characteristics or functions (Malhotra, 2004: 78). Descriptive statistics is used to analyze data. Sampling technique is purposive sampling with amount sample will be

$$n = \frac{N}{1 + Ne^2}$$

With the amount of population = 1750, and error 10%, sampling quantity becomes 95 members. Data is primary and secondary data that is collected from questioners, observation and interview since September to 20 October 2010.

4. Result

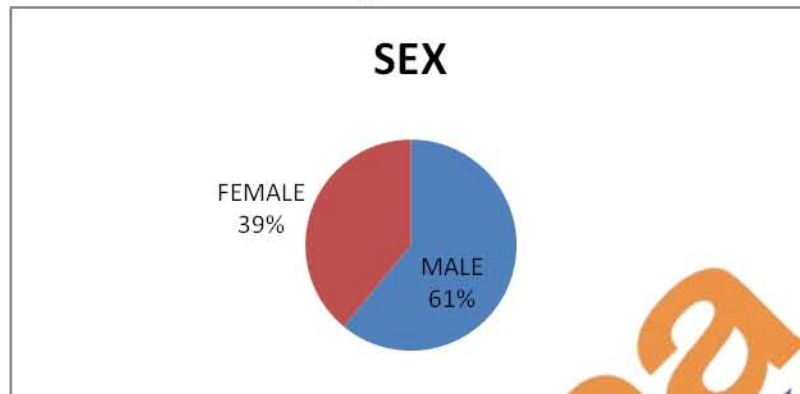
4.1 Profile

Profiles of respondents are based on sex, Income and parent occupation.

4.1.1 Sex

Sex is divided into male and female of respondents and the result can be seen below:

Graphic 1: Sex



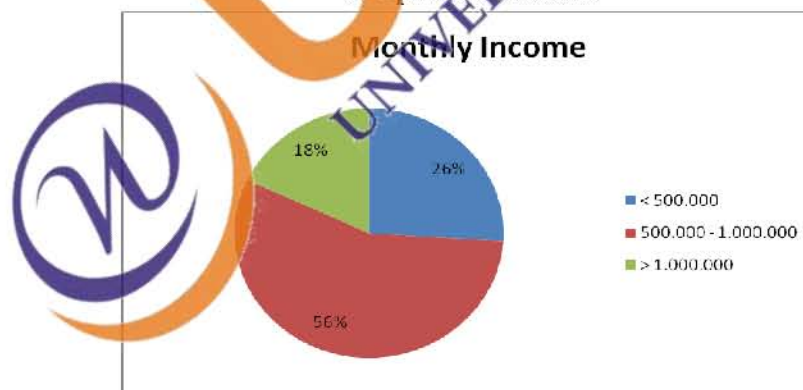
Source: Data collection on September – 25 October 2010

Majority of respondents is male compare to female. There is 61% of respondents is male while female is only 39%. It indicates that male is more than female as respondent in this research. Based on observation to the respondents, most students are male who is interested to be an entrepreneur.

4.1.2 Income

Below is member's income for their monthly need from their parents

Graphic 2: Income

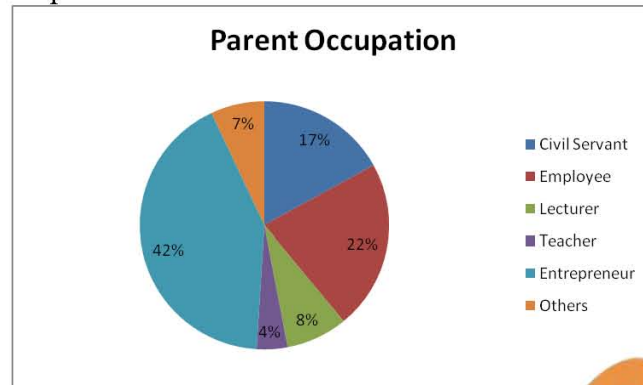


Source: Data collection on September – 25 October 2010

56% of respondent has income from their parents around Rp. 500.000 to Rp. 1.000.000. This number of respondent is the highest among others. 26% of respondents has income below Rp. 500.000 while the rest is above Rp. 1.000.000. It indicates that most of respondents has income around Rp. 500.000 to Rp. 1.000.000 and it influences them to be an entrepreneur.

4.1.3 Parents Occupation

Parent occupation can be seen below



Graphic 3: Parent's Occupation

Source: Data collection on September – 25 October 2010

42% of respondent parent occupation is entrepreneur and followed by 22% as employees. The rest is civil servant 17%, lecturer 8% and teacher 4%. Others are 7%.

4.4. Members Intention to joint HIPMI student chapter Widyatama University

Below is shown member's response on their intention to joint HIPMI student chapter Widyatama University

Table 3: Student's intention to joint HIPMI student chapter Widyatama University

Nr	Indicators	Score	Meaning
1	Know HIPMI student chapter Widyatama University	3.72	Agree
2	Know programs of HIPMI student chapter Widyatama University	2.3	Less Agree
3	Know benefit of HIPMI student chapter Widyatama University membership	2.2	Agree enough
4	Know secretariat of HIPMI student chapter Widyatama University	3.61	Agree
5	Know how to join HIPMI student chapter Widyatama University	2.21	Less Agree
6	Know how to take part in the HIPMI student chapter Widyatama University program	2.23	Less Agree
7	Believe on HIPMI student chapter Widyatama University committees	3.10	Agree enough
8	Believe on HIPMI student chapter Widyatama University	3.34	Agree enough

Nr	Indicators	Score	Meaning
9	Believe on HIPMI student chapter Widyatama University lecturers	3.75	Agree
10	Intent to joint HIPMI student chapter Widyatama University	3.21	Agree enough

Source: Data collection on March – April 2010

Respondents agree that they know HIPMI Widyatama University student chapter. Association of Indonesian Young entrepreneurs are well-known organizations in the community in connection with the development of entrepreneurship programs on campus. Cooperation undertaken by universities Widyatama through communication and cooperation forum with the professional associations, one of which is the Indonesian Young Entrepreneurs Association West Java and Bandung.

Another fact is the cooperation between HIPMI Bandung with Widyatama University Management courses in conducting business plan competition. Campus party invites representatives HIPMI Bandung as the jury in this race. The climax is a seminar which was held at the time of the inauguration committee HIPMI Widyatama University Student Chapter is communicated widely to the student and entered the entrepreneurial class, make students aware of the existence of this organization.

Based on observations made to students during the class, they are able to explain how the existence HIPMI Widyatama University Student Chapter. They agree less about knowing programs of HIPMI Widyatama University student chapter. This is in contrast to respondents' knowledge about the existence of this organization. Those who do not know a lot of management work program HIPMI Widyatama University Student Chapter for the next year. Based on interviews with students, the program HIPMI they know only seminars and training for these two activities are organized regularly by the board HIPMI Widyatama University Student Chapter.

Some major programs such as networking with successful entrepreneurs in HPMI Bandung, West Java and even HIPMI Jakarta were unknown by students. In fact, this is one of the major programs offered by the Association seeks a Student Chapter University Widyatama to students. Other program is coaching by successful entrepreneurs and the promotion of various products and services produced by students in their efforts. Most recently was coaching and mentoring program to follow the entrepreneurial competition for students such as organized by the Directorate General of Higher Education (DIKTI) in Student Creativity program for entrepreneurship. Another contest was held by Bank Mandiri, the fight of the cost. 10 million Rupiahs for their business development.

Regarding to know the benefits of HIPMI Widyatama University student chapter membership, respondents agree enough. This is the impact of respondents' lack of knowledge management work program HIPMI Widyatama University

Student Chapter, so they just assume enough benefits that they can learn from HIPMI Widyatama University Student Chapter.

Regarding to know the benefits of HIPMI Widyatama University student chapter membership, respondents agree enough. This is the impact of respondents' lack of knowledge management work program HIPMI Widyatama University Student Chapter, so they just assume enough benefits that they can learn from the Student Association seeks Chapter. Respondents agree that they know secretariat of HIPMI Widyatama University student chapter. Secretariat HIPMI Widyatama University Student Chapter is in Widyatama University campus and its location is very strategic because it was in the main building of this campus. This location is always bypassed by new students coming to campus so obvious to the students about the location of secretariat HIPMI Widyatama University Student Chapter.

Other physical evidence is a facility available in the secretariat and the secretariat display made in accordance with the characteristics HIPMI Widyatama University Student Chapter. This place is set as a place of business deals across the board with the student and also a place of business discussions that are very representative for the student. Based on the observations that have been done, every day, students come to buy products offered by board of members who have a business. Other activities that they do are they run a business discussion between members and with practitioners who were invited to speak in front of them on a regular basis, every Monday and Thursday.

These conditions make students aware secretariat HIPMI Widyatama University Student Chapter and drawn from the responses they provided in this study.

However, they less know how to join HIPMI Widyatama University student chapter. The registration process and the requirements to become a member of the HIPMI Student Chapter University Widyatama less known by the students. Based on observations and discussions with students, it was obvious they were less aware the registration process becomes a member HIPMI Widyatama University Student Chapter. The registration process is fairly simple as just filling out the registration form. The student's condition is only interested to become entrepreneurs who already have a business. This condition is very important because HIPMI University Student Chapter Widyatama only for groups of students who already have a business or who are interested to have a business.

It is the same as how to take part in the HIPMI Widyatama University student chapter program. Responder is their lack of know how to participate in various programs HIPMI Widyatama University student chapter. This condition is caused by a lack of knowledge of respondents to the registration process to become HIPMI Widyatama University Student Chapter.

Respondents agree on HIPMI Believing Enough about Widyatama University student chapter committees. The board consists of students who already have a business or interested to become entrepreneurs. The response has been given just enough, presumably because the management is not optimal to introduce themselves and their businesses to the students.

It is the same as their belief on HIPMI Widyatama University student chapter program to develop their own interest. Their response is only agree

enough. This is due to their lack of knowledge of the program offered by HIPMI Widyatama University Student Chapter to the members.

Respondents believe on HIPMI Widyatama student chapter of University lecturers. Respondents know that the coach of this organization is the lecturers who come from different disciplines namely marketing, finance and accounting, operations, human resources management and information technology. The lecturers are well known by students because they also coach the courses they have taken in class.

The last point is enough they agree on Their Intention to joint HIPMI Widyatama University student chapter. The response has been given just enough to indicate that the marketing mix program that has been run by the management is not optimal because a lot of information about HIPMI Widyatama University Student Chapter has not conveyed to students.

5. Conclusion

Committee of HIPMI Widyatama University student chapter has run marketing mix as part of their effort to attract students to join this organization. Respondents know HIPMI Widyatama University student chapter. Respondents agreed that they know of the existence and secretariat of HIPMI Widyatama University student chapter. They believe with faculty coaches. Respondents were less agree with the benefits HIPMI Widyatama University student chapter for them. In addition, they are also sufficiently belief with the management and benefits programs offered to them. They are less aware of the program HIPMI Widyatama University student chapter. So is the way to join and participate in the program HIPMI Widyatama University student chapter. The latter is of interest to join only be considered adequate

References

- Malhotra, 2004, *Marketing Research; an applied Orientation*, Pearson Education, Inc, New Jersey, USA
- Meredith, Geoffrey. 2000. *Kewirausahaan Teori dan Praktek* . Pustaka Binaman Pressindo: Jakarta.
- Timmons, J. 1999. *News Venture Creation: Entrepreneurship For The 21 st Century* .Kauffman Foundation. Bobson Park, Massachusetts.
- Karen Wilson, 2008, *Entrepreneurship Education in Europe*, Entrepreneurship And Higher Education
- Bygrave, William D., 1996, *The portable MBA Entrepreneurship*, alih bahasa Dyah Ratna Permatasari, Binarupa Aksara, Jakarta

Kotler, Philip, Kevin Lane Keller, 2009, *Marketing Management*, 13ed, Pearson Education, Inc, New Jersey, USA

Kotler, Philip, Armstrong, 2006, *Marketing Management*, 12ed, Pearson Education, Inc, New Jersey, USA

Lovelock, Christopher, Jochen Wirtz, 2004, *Service Marketing, People, Technology, Strategy*, 5 ed, Pearson Prentice Hall, America

Lovelock, Christopher, Jochen Wirtz, 2007, *Service Marketing, People, Technology, Strategy*, 6th ed, Pearson Prentice Hall, America

Mc.Clelland, David C. 1987. *Memacu Masyarakat Berprestasi : Mempercepat laju pertumbuhan ekonomi melalui peningkatan motif berprestasi*, Intermedia, Jakarta.

Tendi Haruman, Meriza Hendri, 2009, *The influence of curriculum and lecturers toward quality of entrepreneurial graduates in Bandung*,

Yuyun Wirasasmita, 1993, *Saling ketergantungan sebagai landasan pembinaan terpatu PK dan Koperasi*. Malakah dalam proceeding Lokakarya nasional strategi pengembangan pembinaan PK yang terintegrasi dengan pembinaan koperasi, 26-28 Oktober, PUKM-Ikopin, Jatinangor, 1993

Websites:

<http://www.marketingpower.com/library/dictionary>

<http://www.hipmi.org>.

