

# **Why Are Student Reluctant To Be Active in Student Activities?**

## **(a Case Study of Widyatama Taekwondo Team Bandung)**

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**Abstract:** Taekwondo is a popular martial arts sport among Students, because its activities are almost there in all educational institutions in Bandung. One of the educational institutions in Bandung that has a very good achievement in Taekwondo is Widyatama University. Taekwondo Activity Unit at Widyatama University has won the National Champion among Students for 6 times in a row. Many of the Students at Widyatama University have been in Taekwondo since elementary and even up to senior high school. However, they are reluctant to follow Taekwondo activities when entering college. This study aims to find out the reasons Students' reluctance to be active in student activities unit, especially Taekwondo unit. In addition, this study also aims to find the effort that can be done to increase student participation in the student activity unit. The research method used is descriptive-verification. Respondents in the study amounted to 115 respondents, and counting techniques in this study using path analysis techniques. Students' reluctance to be active, especially Taekwondo, is caused by the time of practice that coincides with the lectures. Taekwondo is also not a martial art that is currently a trend when compared with other martial arts (eg Mixed Martial Arts, Muay-Thai). While Students are happy to follow the trend. Therefore, it takes effort to make Taekwondo martial arts back into the trend. This can be done by making Taekwondo viral through Korean movies or dramas that are being liked by Students. In addition, it can also create a documentation that shows Taekwondo can be used as a self-defense when conditions are pressed. Changes in practice time to Friday and Saturday, where Students are not studying, can increase student participation in campus activities.

**Keywords :** taekwondo, brand image, customer value, customer decision.

## **I. INTRODUCTION**

Taekwondo is one of the most famous martial arts around the world, where this Korean martial-arts is increasing in Indonesia because the competition is often held dominated by teenagers. Taekwondo is one of the popular martial arts among teenagers who can provide benefits to individuals who learn this martial art, because Taekwondo martial arts can easily be found in the activities of every student or student in every educational institution in Bandung. One of the educational institutions had very good achievement in Taekwondo there are student activities Taekwondo of Widyatama University Bandung. By winning the National Champion Taekwondo for 6 times in a row, Widyatama University has a form of

training that can give to be a champion especially mentality and this Taekwondo student organization has a good image among Taekwondoin in Bandung.

Unfortunately, Students of Widyatama University who had practise Taekwondo before in previous education such as Junior and Senior High School and even Elementary School were reluctant to back and being activate in Taekwondo student activities. The Students has been aware of the benefits provided when active in Taekwondo student activities, because among Students had Taekwondo activities before. These benefits from Taekwondo martial arts are disciplines, achievements in Taekwondo and even educational scholarships when achieving or being active in the Taekwondo organization. Another benefit is, the Students no need to spend more money and energy, because this Taekwondo activities has been held inside the area of Widyatama University.

By providing useful activities to Students and having the image of good achievement, activities of Taekwondo Widyatama University can not been able to attract a lot of Students to came and join Taekwondo activities in campus. Table on below is an explaining the number of active members who join Taekwondo student activities at Widyatama University.

**Table 1. Number of Active Student in Taekwondo Unit**

<b>Year</b>	<b>Number of Members</b>
2014	16 Students Members
2015	10 Students Members
2016	15 Students Members
2017	13 Students Members

Source : Mizani [1]

The table above shows the tendency of decreasing the number of active members in Taekwondo activities at Widyatama University. The average number of active Students overall in the University is about 5500 Students [2], where those Students who have participated in Taekwondo activities previously were reluctant to participate in Taekwondo Students activities despite their own benefits and achievement at Widyatama University. Mean while, the Taekwondo Students activities reach the achievements in 2014 by becoming the third champions and the first champion in 2015 at the National Taekwondo Championship.

The purpose of this study is to be able to describe the benefits of Taekwondo and Students decisions to join Taekwondo activities. This research is also to get the result of analysis related to the reason Students are reluctant to follow Taekwondo activities at Widyatama University although they have been done the Taekwondo activities before and know the achievement of Taekwondo activities at Widyatama University very good.

## **II. LITERATURE REVIEW**

### **a. Brand Image**

Patterson published in Parker [3] mentions that the brand image is as a perception of functional and non-functional information about the product or service. This definition

directs the brand image to its subjective nature and its relation to conveying information about the product or service on functional and non-functional aspects.

More broadly, Kapferer [4] states that the brand image is an interconnected system of mental associations which affects the power of a brand to influence buyers. The statement that the brand image is a sustainable system that becomes the brand's strength in influencing buyers. Kapferer [4] also adds brand image is the collective representation which is shaped over time by the accumulated experiences of one self, of close relations, by word of mouth and advertising. This definition conveys that the cessation of brand image takes place through a process that accumulates experience supported by the closeness of the relationship, and the effort of marketing through word of mouth and advertising.

In order for a company to have a good brand image, the company must understand, explore, and utilize the elements that shape the company's brand image.

According to Hamel and Prahalad [5] developed into 4 dimensions as a measurement of Brand Image there are:

1. Recognition, It is the ability of customers to recognize and remember a brand in their minds and minds. Recognition will create a valuable advantage over advertising often.
2. Reputation, Represents the power of a brand that can build a high enough status for a brand because in the eyes of customers a brand has a good track record.
3. Emotional Relationships, is a product brand that can form positive associations that make customers love a product, an emotional relationship arises between a brand and its customers.
4. Scope, It is a product knowledge concerning how wide the scope of the product is willing to use the brand in question.

The previously mentioned about brand image dimension, this study used of dimension is recognition, reputation and scope. Where the dimensions are expected to explain the image variables in this study.

## **b. Customer Value**

Basically, to be able to attract customers in the field of services, each company should have superior customer value (SCV), in the sense that the value of services must be perceived by the customer itself. To realize these expectations the development of strategy should be directed to the uniqueness of the benefits offered (uniqueness) which is accompanied by low cost borne by the customer.

According to Kotler and Keller [6] today the customers or prospective customers are more educated in terms of seeking as much information as possible to buy a product or service from a company that they believe offers a customer perceived value (CPV) that top or higher.

Meanwhile Lovelock [7] says that the value can be defined as the organization's needs at a particular point in time, less the cost involved in obtaining those benefits. Firm create value by offering the types of services that customer needs, accurately presenting their capabilities, and delivering them in a pleasing and convenient fashion at an acceptable price.

In addition, Kotler and Keller [6] mentioned that the total Customer Value is the bundle of benefits of customer exposure from a given product or service. Total customer cost is the bundle of customer expects to incur in evaluating, obtaining, and using the product or

service. Customer delivered value is the difference between total customer value and total customer cost.

Based on the above definition can be concluded that the value received by the customer is the difference or the ratio between the amount of value for the customer and the total cost of the customer. The amount of value for a customer is a collection of benefits customers expect to see like products, services, employees and images. While the total customer cost is a collection of sacrifices that customers expect to happen in evaluating, obtaining and using certain products or services such as monetary costs, time, energy and mind. In the form of the formula, customer value can be seen in the picture below.

$$Value = \frac{Benefit}{Cost} = \frac{Product + Service + Personel + Image}{Monetary + Time + Energy + Psyhic}$$

**Fixture 1. Customer Value Formula**

Based on the definition of the above value it can be seen the value is a comparison between perceived benefits with the cost incurred by the customer. According to Kotler and Keller [6] the value benefits contained in a service offered and acceptable to the customer in accordance with his expectations. Various benefits received by customers, there are:

1) Product benefits

Benefits contained in a service based on reliability, durability and performance, where the value of a service can be increased by providing additional benefits obtained or by reducing the price or combination. Benefits based on ability, resilience, usefulness and resale value.

2) Service benefits

Benefits contained by the services that accompany the purchase of services such as delivery, training and maintenance.

3) Benefits of personnel

Benefits provided by employees such as good service, knowledgeable and more responsive.

4) The benefits of image

The benefits embodied in the company's image as a customer's response to the company's performance are reflected in the service. Image is the public perception of the company or product or service.

The costs that must be incurred by customers include: monetary costs, time costs, energy costs, and psychic costs, are as follows:

1) Monetary cost

Fees must to be paid in connection with the purchase of a product or service

2) Cost time

Costs that need to be incurred in relation to the time spent in getting the product or service. The time customers spend throughout all aspects of the delivery process.

3) Cost of labor

Costs incurred in connection with energy (physical effort) used in getting the products or services. The cost of power is an undesirable result to the customer's (physical) body that occurs during the service delivery process.

4) Psychic cost

Costs incurred in connection with the use of psychic factors, such as the thoughts that customers use in an effort to get the product or service.

The dimensions variables that used in this study concerning customer value are product benefits, service benefits, image benefits, monetary costs, time costs and labor costs.

### c. Customer Decision

In learning about customer decisions, a marketer should look at the things that affect the purchase decision and make a determination how the customer makes his buying decision.

According Setijadi [8] which explains that the integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. Kotler and Keller [6] suggested buying decisions were behaviors that arise because of stimuli or influence from others. There are five stages that customers go through in the buying process, namely problem recognition, problem searching, information searching, alternative evaluation, purchasing decisions, and post-purchase behavior, the following explanation:

#### 1) Problem Introduction

The buying process begins with a problem or needs perceived by the customer. Customer perceives the difference between the desired state and the current situation in order to generate and activate the decision process.

#### 2) Information Search

After the customer feels the need for a good or service, then the customer looking for good information stored in the memory (internal) as well as information obtained from the environment (external). The sources of customer information consist of:

- a) Personal sources: family, neighbors, acquaintances
- b) Commercial / commercial resources: advertising, salespeople, packaging, and display
- c) Common sources: mass media and customer organizations
- d) Source of experience: inspection, use of the product

#### 3) Alternative evaluation

Once the information is obtained, the customer evaluate various alternative options in meeting those needs.

#### 4) Purchase Decision

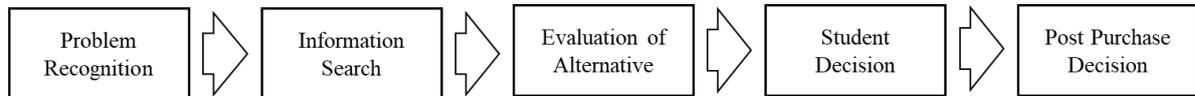
Customers who have made choices on alternatives usually buy the most liked product, which forms a decision to buy. There are 3 (three) factors that cause the decision to buy are:

- a) Attitudes of others: family, neighbors, friends, believers, etc.
- b) Unexpected situations: price, family income, expected benefits.
- c) Possible factors: situational factors that can be anticipated by the customer.

#### 5) Post-purchase behavior

Customer satisfaction or satisfaction of a product or service will affect the behavior of the next purchase. If the customer is satisfied, it is likely that the customer will repeat the purchase and vice versa. Customer dissatisfaction occurs when the consumer experiences an unfulfilled reward. So, it is very important for the company to be able to provide the best service.

The model in the figure below presents a single frame of reference, as it captures the full range of balances that arise when a customer faces a new purchase with high engagement.



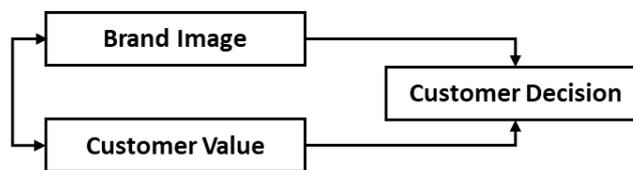
**Fixtured 2. Stages of Student Decision Process**

The dimensions used in this study of customer decisions are problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior, in which the dimensions are expected to explain customer decision variables in this study.

**d. Relationship between Brand Image, Customer Value and Customer Decision**

Research has been conducted by Wahid said that the product image and good product benefits on automatic motorcycle products significantly influence in determining the decision to purchase a Suzuki New Nex Fi automatic motorcycle in Semarang City [9]. The results of research conducted by Jura also mentioned that the brand image dominates in determining the customer's decision to keep using X-Trans Travel services in out of town [10].

From the relationship between variables that have been described above, the research paradigm can be described as:



**Fixtured 3. Research Paradigm**

**III. HYPOTHESIS**

Hypothesis in this research is as follows:

“ *Brand image and customer value affected student decision to join Taekwondo activities* “

**IV. METHODOLOGY**

This study is conducted on Students Taekwondo activities at Widyatama University in Bandung, West Java Province of Indonesia. The population in this study is Students of Widyatama University who had Taekwondo activities before, where the population is unknown. Therefore, the population in this study is unknown, the survey used in this study using the minimum data of 115 respondents. This survey succeeds in gathering 125 data, but only 115 data that can be analyzed. The pilot study was done to first 30 respondents and the result showed that the questionnaire was reliable based on the Cronbach’s Alpha value that is more than 0.5 [11]. It means that the questionnaire can be understood and in accordance with respondent. For data collection using random sampling, it means that all respondents have equal opportunity to participate in this research.

## V. FINDINGS AND ARGUMENT

### a. Demographic Profile of Students

From 115 respondents who have been analyzed obtained 54 percent of men and 46 percent of women, the respondents are dominated by 2016 generation Students and their comes from the Faculty of Business and Management. Students who become respondents in this study as much as 95 percent know of Taekwondo campus activities. Those Students are found it in campus environment such as campus gardens, campus hallway, campus library, campus food court and campus parking lot.

### b. Brand Image

Students know Taekwondo activities located in the Widyatama University and those is showing a good image. Students also know the achievements of Taekwondo campus activities, and their can remember activities at the introduction of Taekwondo activities in orientation activities or University Introduction Process (PPU).

But Students less knowing what facilities that support the activities of training and development activities Taekwondo campus environment. Need for socialization to be able to encourage a good image on Taekwondo activities at the Widyatama University.

**Table 1. Taekwondo Achievement**

No	Indicator	%	Category
1.	Knowledge Students about Taekwondo activities in campus	85	Very Know
2.	Image of Taekwondo activities in campus	79	Good
3.	Students knowledge about Taekwondo achievement in campus	77	Know
4.	Memories of Students on the Taekwondo activities introduction	75	Remember
5.	Students knowledge about supporting facilities provided by the campus for Taekwondo activities	55	Know Less
6.	Students Knowledge about the development of Taekwondo activities in the campus	54	Know Less
<b>Average Taekwondo Achievement</b>		<b>71</b>	<b>Good</b>

### c. Customer Value

Students admitted the benefits if they join and learning Taekwondo martial arts disciplines, especially at Widyatama University. Students can also be confident and proud to join Taekwondo activities at Widyatama University. Students can easily access Taekwondo practice campus that located within the campus environment, because the location is strategic and easy to reach.

However, Students are less aware of the benefits of a scholarship program given if they participating in Taekwondo activities. Meanwhile, Students are also less aware of the certainty of training time and training costs that must be charged to the Students. Therefore, it is necessary to socialize about Taekwondo activities that exist in the campus student activities in order to be more valuable for the Students.

**Table 2. Taekwondo Benefit**

No	Indicator	%	Category
1.	The benefits of learning martial arts disciplines	79	Useful
2.	The benefits of learning Taekwondo martial arts	78	Useful
3.	The benefits if join Taekwondo activities in campus	77	Useful
4.	Students knowledge about scholarship earned if Student achieving in Taekwondo activities	79	Know Less
5.	Self-confidence if mastered Taekwondo's martial arts techniques	76	Confidence
6.	The pride of practicing Taekwondo in the campus environment	79	Proud
7.	Clear information about Taekwondo activities cost	58	Know Less
8.	Compatibility of training time in Taekwondo activities on campus	77	Compatible
9.	Student knowledge on the certainty of Taekwondo activity time	55	Know Less
10.	Strategic location of Taekwondo activities	72	Strategic
11.	Ease of reaching Taekwondo practice location	78	Easy
<b>Average of Taekwondo Benefit</b>		<b>73</b>	<b>Valuable</b>

**d. Customer Decision**

Students have the prestige if joining Taekwondo activities at Widyatama University, it is accompanied by Students knowledge about the impact of risks that will be received from Taekwondo activities. Students have the opportunity to participate in Taekwondo activities, because Students activities are located in campus area close to Taekwondo activities. The dominance of Students who like to do activities and know the impact on health, driven by environmental factors that exist around the Students.

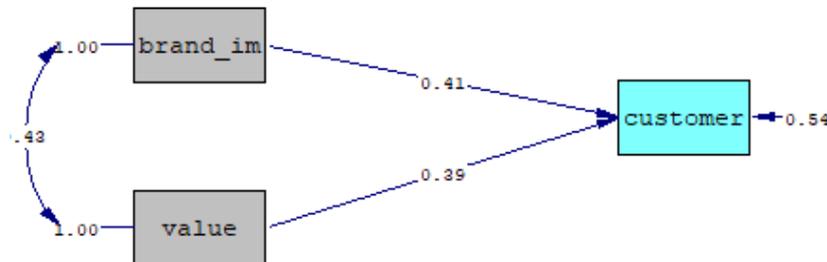
However, if the Students receive an invitation from someone to participate in Taekwondo activities in Widyatama University, their give consideration to join the Taekwondo activity. In addition, the Widyatama University is also less to influential for Students following Taekwondo activities.

**Table 3. Student Decision**

No	Indicator	%	Category
1.	Prestige Students if join Taekwondo activities	77	Prestige
2.	Students knowledge about the risks in Taekwondo activities	74	Know
3.	Opportunity Students for participate Taekwondo activities	79	Chance
4.	Students consideration of the solicitation in Taekwondo activities	50	Consideration Less
5.	Student likes of martial arts	79	Gemar
6.	Student knowledge about Taekwondo influence on health	77	Influence
7.	The influence of the environment to join Taekwondo martial arts	56	Influence Less
<b>Average of Student Decision</b>		<b>71</b>	<b>Deciding</b>

**e. Result of Hypothesis Testing**

After calculation for path analysis using Lisrell 9.30 (student version), then the result of path diagram as follow



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

**Fixture 4. Variable Impact**

In addition to the path diagram, also generated structural equations as follows:

$$\text{customer} = 0.409 \cdot \text{brand\_im} + 0.390 \cdot \text{value}, \text{ Errorvar.} = 0.542, R^2 = 0.458$$

Standerr	(0.0768)	(0.0768)	(0.0721)
Z-values	5.332	5.079	7.517
P-values	0.000	0.000	0.000

From the above structural equations, the hypothesis test is as follows:

**Table 4. Result of Hypothesis Testing**

Hypotehsis	F <sub>count</sub>	F <sub>table</sub>	Result	Means
Brand image and customer value can not affected to customer decision.	7,58	3,92	Significant	H <sub>0</sub> rejected, Brand image and customer value affected to customer decision.
Hypotehsis	t <sub>count</sub>	t <sub>table</sub>	Result	Means
Brand image can not affected to customer decision.	5,38	1,98	Significant	H <sub>0</sub> rejected, Brand image affected to customer decision.
Customer value can not affected to customer decision.	5,12	1,98	Significant	H <sub>0</sub> rejected, Customer value affected to customer decision.

From the table above, we can see that with simultaneously the brand image and customer value can significantly influence customer decisions to join the Taekwondo activities at Widyatama University. Meanwhile with partial test, obtained on the brand image significantly affect customer decision of t<sub>count</sub> is greater than t<sub>table</sub>. In the variable customer value to customer decision, it can be concluded that brand image significantly influence customer decision to join Taekwondo activities in Widyatama University.

From the results of this study it can be argued that both the customer value of following Taekwondo activities and brand image of Taekwondo activities have a significant influence, but Taekwondo brand image has a greater influence rather than benefits of Taekwondo activities. Meanwhile, other factor that influences beside in this study amounted about sixty six percent. This indicates that there are other factors that are not discussed in this study which may also affect Students decisions in join Taekwondo activities at Widyatama University.

Student has been known about benefit of Taekwondo, because when their on junior and senior high school even elementary school they has been Taekwondo activities. Before they started college, those Students are invited and had attention from their friends to came and join Taekwondo activities in their own school. But when they graduate and started college, they don't even any receive attention. Almost student had a college schedule and Taekwondo training schedule at the same time. So, their don't have any time to join Taekwondo activities on campus.

Today, Mix Martial Arts and Muay Thay are famous in among teenagers especially college student. Taekwondo is martial arts are have a thousand of members in Bandung City, but this martial arts is not as famous as another martial arts like Mix Martial Arts and Muay Thay. Many of teenagers are Korean Drama fans, but their not interest and don't have any attention to join Taekwondo, even though those martial arts it's from Korea. They feels a Mix Martial Arts and Muay Thay is more cool and awesome martial arts than Taekwondo, even if they had a Taekwondo activities before. They watch that Mix Martial Arts and Muay Thay used every body movement for self-defenses, this is unlike Taekwondo. Taekwondo used only foot for dominate their self-defenses.

Taekwondo need to be cooler than any self defense or martial arts like Mix Martial Arts or Muay Thay. Taekwondo can be a viral, if this martial arts is one of a part in Korean Drama, because Korean Drama is popular drama series among teenagers and college student right now. Taekwondo training concept can be change and can distract a student to join Taekwondo on campus. Taekwondo tricking kick can be viral, if they training at the outdoor so many people or Students knew that Taekwondo activities.

## **VI. CONCLUSSION**

Related with the title of the research above, it can be concluded that the reason Students are reluctant to join Taekwondo activities at Widyatama University it because Taekwondo martial art is trendless among teenagers, especially Students. Mean while, Students have been doing Taekwondo activities before and know the benefits if they join Taekwondo activities.

The results showed that the influence of Taekwondo activities and Taekwondo organizational achievement significantly influenced Students decision to join Taekwondo activities at Widyatama University. Many of the Students are less awareness of Taekwondo activities information on campus, and their lecture schedule and Taekwondo activities at the same time.

Therefore, with the training schedule of Taekwondo activities at Widyatama University move to Saturday or Sunday can be a solution to increase the active members in Taekwondo activities at Widyatama University. Because on that day, there is no schedule of lectures within Widyatama University. Changes in drill concepts program such as practical martial arts and spin kicks, rated cooler by Students. By practicing Taekwondo outside the room as in the campus pages, it can attract Students attention to follow Taekwondo activities. Taekwondo can be virilised through Korean Drama, because Korean dramas are currently popular among teenagers especially Students, especially Taekwondo is also from Korea.

## VII. ACKNOWLEDGEMENTS

Our thanks to *Tezza Adriansyah Anwar*, for the inspiration and allowing us to develop the present study.

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