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EFFECT OF CONSUMER BEHAVIOR COURSE AND PARENT'S EARNINGS ON CONSUMPTION PATTERN STUDENT NONI ROZAINI Faculty Of Economics Universitas Negeri Medan ANNISA Faculty Of Economics Universitas Negeri Medan ABSTRACT The problem in this research is whether there is a positive and significant influence between the course of consumer behavior and the parents' earnings on the consumption pattern of the students of education trading in economic facultyof Unimed Staple 2013. This research was conducted at the Faculty of Economics Unimed which is located at Willem Iskandar sreet, Pasar V Medan Estate. This type of research is expost facto.

Population in this research is all student of Education of trading which amounted to 108 people. The sample of this research is 108 students taken by using total sampling as the sampling technique. Technique of collecting data is done by observation, interview, and questionnaire. For instrument test the researcher uses validity test and reliability test. To analyze the data the authors use multiple regression equation and to test the hypothesis with t test formula and test f and the coefficient of determination (R²). Based on the result of multiple linear regression analysis linear equation is obtained by $Y = 3,628 - 0,091X_1 + 0,338X_2$.

The result of t test analysis for the parental course of consumer behavior variable (X₁) is obtained t count < 1,661. So, the first hypothesis is rejected which means there is no positive and significant influence between the value of consumer behavior courses (X₁) Consumption pattern (Y). For parent income variable (X₂), the value of t count > t table (4,761 > 1,661), therefore, the second hypothesis is accepted which means there is positive and significant influence between parent's earnings (X₂) on consumption pattern (Y). Based on the test f obtained that F Count > F Tabel (13.413 > 3.10).

So, the third hypothesis is accepted which means there is a positive and significant influence between the course of consumer behavior and the parent's earnings on the consumption pattern of the students of Education trading in economic Faculty of Unimed Staple 2013. Keywords: Consumer behavior, parent earnings, consumption pattern
INTRODUCTION Consumption is the one that really take effect to economy stability. If the level of consumption is higher then the change of economy activity is higher too.

Human life necessities always s develop with demands of the time, it's didn't to complete the life necessities but also to complete another necessities like the necessities of t-shirt, house, education, healty and etc that's line with increased revenue. Consumption is one of economy activity to complete all of needs of goods and services. Basic needs is the one that really important to continuity the human life, it's composed from needs or consumption from individual or needs of social services.

College student as well as community or household, also do the economy activity everyday include the consumption. Consumption is the activity that all of human does, who influence with income factor, environment and necessities. Consumption pattern of

community or individual include of college student is different with each other. Consumption pattern of college student in a faculty is different with Consumption pattern of college student in another faculty.

But in the fact, so many college student do the consumption activity exceeds their pocket money. College student choose to fulfill the their desire in fashion and new communication tool, so they can look more fashionable without put their needs in the first place. It can be triggered because of increasing the luxurious lifestyle. And if the college student have to stay alone (nomads), they have to choose to live in rented.

Income is remuneration that give from someone who did the activity of goods and needs. Parents income is a work that period of time, usually in everymonth. Half of parents income is usually to allocate for pocket money or to finance all of needs from consumption of their child. This is the data of parents income from college student of marketing education 2013 State University Of Medan Table 1 Parents income/ month

Alass	Amount	Total Income
high class	> Rp. 3.500.000	A Regular 11 25 B Regular 9 Extension 5
middle class	Rp.2000.000- Rp. 3.500.000	A Regular 13 33 B Regular 12 Extension 8
lower class	Rp. 1500.000- 2000.000	A Regular 6 17 B Regular 6

Parents income (every month) Source : Processed data Based on the data showed that the average of parents income college student is at Rp.2.000.000-Rp.3.500.000. that show if a half of college student from marketing education is at the middle class until lower class.

Consumer behavior is the one that include to be courses in study program marketing education, economy faculty State University Of Medan expected be able to give the knowledge to college student who have an ability in purchase activity and also be have appropriate consumption to complete their necessities. In the consumer behavior courses, there is material that related to consumer perceptions in purchase, consumer knowledge about product until consumer consideration to purchase.

So, after that material is in, now the experience of study on college student to respond the purchase proces in every life until the college student can set consumption pattern with appropriately. This chart showed the score list of consumer behavior college student marketing education, economy fakulty State University Of Medan 2013. College student who get A College student who get B Picture 1.

The classification of spending college student based on result From that data, there are 36 college student who get A 33,34% (12 people) among do the consumption pattern >1.000.000. and then the college student who get the B is 3,3% (2 People) who do the consumption pattern > 1.000.000. From the background showed that the purpose of this research is to know the influence of consumer behavior courses and parents income to consumption pattern of college student marketing education 2013 State University Of Medan.

Literature Review Mankiw (2000) said consumption is the goods and needs who purchase from household it's composed from non durable goods, Non Durable Goods is a goods that used in short time, like food and t-shirt. And then the second is durable goods, Durable Goods is a goods that used in long time like car, television, electronic devices. The third is service like a job by doing for a consumer from individual and company like gardener and doctor.

Samuelson & Nordhaus (1996) said that consumption is a spending to purchase a goods and needs to get satisfaction or to complete the necessities. Consumption in everyday also mean as fulfillment of food and drink. Consumption has a large of meaning, that it a goods and needs to complete the necessities of human. Last goods and needs is a goods and needs that has been ready to be consumption by consumer.

So many a goods of consumption, there are stuff once out and used more than once (Nopirin,1997). James Dusenberry said that a consumption spending community it depends on the higher of income. If the income has decreases then the consumer will not decreases the spending of the consumption. To maintain the higher level of consumption, we need to decreases the saving.

If the income get the increase then their consumption also has been increase, but not really much. And then saving will increase so much. In the fact this situation will always we meet in the higher level who has we get back. After the income peak has passed, then the additional income will give the spending for consumption, while in another part additional saving not really fast. Consumer Behavior Consumer behavior for some goods can be analysis from utility theory. utility theory is the satisfaction from someone that consuming a goods.

The higher level of satisfaction in consuming make the higher level of utility theory. The explanation of consumer behavior with law of demand who said that if the prices of some goods increase so *ceteris paribus* some of consumer demand total to that goods will be decrease and so on. Consumption behavior try to reach maximum satisfaction that only limited by the amount of budget it has. In another mean, consumer can consumption what ever they want as long as the budget adequate for it, and consumers tend to spend the budget in order to pursue the highest satisfaction that can be achieved to get the maximum satisfaction.

Joesron dan Fathorrozy (2003) said that human necessities is lots while the resources are limited, this is give the effect for human to complete every needs try to choose the alternative that most benefit. Furthermore, it is said that incidence consumer behavior because there is desire to acquire maximal satisfaction and try to consume most goods and needs, but has an income limitations.

Nugroho (2002) said, consumer behavior has defenition as process decision making and each individual who doing in the frame work of evaluation, get, use or rule goods and needs. The influnce of income to consumption spend of college student Income of college student from their parents and scholarship. Income of college student from their pocket money and scholarship (scholarship grantee). Pocket money from parents is pocket money that give in every month or every week, from this pocket money a college student can complete their necessities and to continue their alocation to their spend, which is food consumption or non food. Keynes said that consumption almost influence by the power of income.

The function of consumption according to keynes showed that there is a related between national income with consumption spend who said with constant price level, and not related between nominal national income with nominal consumption. METHODOLOGY

The location in this research at economy faculty State University Of Medan. Population in this research is all of college student in marketing education economy faculty State University Of Medan 2013, The data about all of college student presented in this table. Table 4.

The total of college student in marketing education economy faculty STATE UNIVERSITY

OF MEDAN 2013 Class Total A Regular 41 People B Regular 42 People Extension 25 People Total 108 People Data Source: Administration study program of marketing education economy faculty State University Of Medan This research use some test which is research instrument validation test and reliability test or questionnaire. Classic assumption test use some test there are, normalitas test, linearitas test, multikolonearitas test and heterokedastisitas test.

RESULTS AND ANALYSIS The influence of consumer behavior courses to consumption pattern Based on the result of the research has been done at marketing education economy faculty State University Of Medan with 96 of college student and then from the regression test on multiple linier regression analysis And then for hipotesis test on partiall (t test) the variable of consumer behavior courses (X1) get $< (-400 < 1,661)$. Based on the result , so the consumer behavior variable (X1) has the negative influence to consumption pattern of college student (Y).

The result in this research has no related with the opinion from the investigator, based on the theory that use in literature review. The theory that use in this research is Chatib who said that lerning is the process of education from two way between teacher as given the information and student as receive the information which is the achievement of education purpose so many hold on how the learning process can be continue effectively. Based on that theory, the investigator argued that the existence of consumer behavior courses which is learn about consumer behavior that's how to be a good consumer in everyday life, so will make college student become more smart to set the consumption of their pattern.

But the result of this research argue based on Chatib theory, this result also denied the earlier research which is the research from Hamzah (2013) there is the effect between consumer behavior to the pattern consumption of college student. The influence of parents income to consumption pattern Based on the result has been done at marketing education economy faculty State University Of Medan with 96 of college student, and then from the regression test on multiple linier regression analysis on partiall (t test) the variable of parents income (X2) get $> (4,761 > 1,661)$,. Based on the result , so the parents income variabel (X2) has the positive significant to consumption pattern of college student (Y).

In this research parents income can be seen and also can be measured with some indicators which is job, another income, parents education, arrears, valuable object, the completed of the family's needs (child). So, based on this research income parents from college student marketing education 2013 has been high, almost their income parents has been in the middle class which is Rp.2.000.000 - > Rp.3.500.000, were collect the data from the first observation.

Based on the findings , so become clear that parents income variable (X2) has an influence to consumption pattern variable (Y). This is related with Keynes argue, someone consumption or community absolutly determined from the level of income, there are some factors that also determined it, so keynes said that all of it is nothing. And then there is a positive significant between parents income to consumption pattern, this is also related with earlier research from Bintana Afianti dan Riza Yonisa (2013) and Eryanto (2013), who get the positive significant between income and consumption pattern.

The influence consumer behavior courses and parents income to consumption pattern Based on this research has been done at marketing education economy faculty State University Of Medan with 96 of college student, and then the result of is 13,413 with significant 0,000. Whilethe result of on degrees of freedom df (N1) is 3,10. The result show that $(13,413 > 3,10)$ with significant score smaller than the significant level $? < 0,05$ ($0,000 < 0,05$). Coefficient of determination (R square) is 0,224 or in another word the result of Coefficient of determination is $0,224 \times 100\% = 22,4\%$.

From the data we can take the conclusion that in the research consumer behavior courses variable (X1) and parents income (X2) give the effect amount 22,4% to consumption pattern (Y) and the rest is 77,6% donated from another factors outside this research. So, the conclusion is consumer behavior courses and parents income has positive and significant to consumption pattern. Which is, the higher student's knowledge in consumer behavior and income parents, make a good consumption pattern of college student marketing education 2013 State University Of Medan. 1 Conclusion and Suggestion Based on the result which is has been done in this research, so we can make the conclusion : 1.

There is no positive and significant betwen consumer behavior courses to consumption

pattern of college student marketing education economy faculty State University Of Medan Stambuk 2013. 2. There is no positive and significant between consumer behavior courses to consumption pattern of college student marketing education economy faculty State University Of Medan Stambuk 2013. 3.

There is a positive and significant between consumer behavior courses and parents income to consumption pattern of college student marketing education economy faculty State University Of Medan Stambuk 2013. So, consumer behavior courses (X1) and parents income (X2) give the most effect, it's about 22,4% to consumption pattern (Y) and the rest is 77,6 %, it's from another factor of this research. Based on the research has been done, so this is the result suggest about the research: 1.

For study program marketing education economy faculty State University Of Medan need to give the best knowledge to college student, so the college student can apply the knowledge (they can set the consumption pattern) while they can set that knowledge a good as the courses specially about consumer behavior courses.

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