

Influence of Psychological Factors, Cultural Factors, Personal Factors, and Social Factors on the Innovation and Strategy Student Decision (Empirical Study at UIN Alauddin Makassar Students)

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Abstract:- This research was conducted by aiming to test and analyze the influence of psychological factors, cultural factors, personal factors, and social factors on innovation strategies and the decision of students to choose UIN Alauddin Makassar. The population in this study was all UIN Alauddin Makassar students in 8 Faculties, amounting to 5392 students with a sample of 372 students. The analytical model used in this study is quantitative descriptive and Structural Equation Model (SEM) using the AMOS program. The results showed that psychological factors had a positive and significant effect on the innovation strategy of UIN Alauddin Makassar. Cultural factors have a positive and insignificant effect on the innovation strategies of Makassar's alauddin. Personal factors have a positive and not significant effect on Makassar's UIN alauddin innovation strategy. Social factors have a positive and insignificant effect on the innovation strategies of Makassar's alauddin. Psychological factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students. Cultural factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students. Personal factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students. Social factors have a positive and insignificant effect on the decisions of UIN Alauddin Makassar students. The innovation strategy has a positive and significant effect on the decisions of the UIN Alauddin Makassar students. Psychological factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students through an innovation strategy. Cultural factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students through an innovation strategy. Personal factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students without going through an innovation strategy. Social factors have a positive and not significant effect on the decisions of UIN Alauddin Makassar students without going through an innovation strategy.

Keywords:- *Psychological Factors, Cultural Factors, Personal Factors, Social Factors of Innovation Strategies and Student Decisions.*

I. INTRODUCTION

➤ Background

Consumers are an important factor in the company because with the presence of consumers the company can sell, market and offer its products. Companies benefit by selling the products or services they offer, while consumers get what they need and want. Students must consider several factors before registering, including cultural, social and occupational factors. Even though people from sub-cultures, social classes, and the same occupation can have different lifestyles. UIN Alauddin Makassar is included in the old campus in Eastern Indonesia when viewed from the time of its establishment. The condition fulfilled by a university to be successful in competition is trying to achieve the purpose of maintaining the number of students and graduates produced is successful in the world of work. In the business of competitive services arises if the services offered do not have their own characteristics. Because there are several other PTNs and PTSs that operate so that it causes competition in the college to be competitive.

Here are the 2016 students of Makassar UIN Alauddin:

No.	Nama Fakultas	Lokasi/ Tempat	Jumlah (orang)
1.	Fakultas Kedokteran dan Ilmu Kesehatan	Makassar	403
2.	Fakultas Tarbiyah dan Keguruan	Makassar	859
3.	Fakultas Sains dan Teknologi	Makassar	776
4.	Fakultas Syariah dan Hukum	Makassar	692
5.	Fakultas Ekonomi dan Bisnis	Makassar	624
6.	Fakultas Adab dan Humaniora	Makassar	616
7.	Fakultas Dakwah dan Komunikasi	Makassar	796
8.	Fakultas Filsafat dan Ushuluddin	Makassar	626
Jumlah Mahasiswa			5.392

Table 1:- Number of Students of Makassar UIN Alauddin 2017

Source: Data Recapitulation of Alauddin State Islamic University (UIN) Makassar 2017

Students studying at UIN Alauddin Makassar come from various regions in Indonesia and even from abroad in 2016 as many as 4,701 students from Makassar UIN Alauddin, then increased in 2017 by 5,403 people.

II. LITERATURE REVIEW

A. Marketing Management

Rangkuti (2010: 105) explains that management has three main tasks, namely preparing a general plan / strategy for the company, implementing the plan, evaluating, analyzing and supervising the plan in its implementation. (to measure results and deviations and to control activities).

B. Psychological Factors

Kotler and Keller (2008: 187) state that the starting point for understanding consumer behavior is external marketing stimuli such as economics, technology, politics, culture.

➤ Motivation

Kotler and Armstrong (2008: 172) suggest about consumer motivation, namely the motive (motive) or drive is the need with strong pressure that directs someone to seek satisfaction. The need becomes a motive when that need reaches a strong level of intensity. a strong push for consumers in making purchasing decisions. "

➤ Perception

Schiffman and Kanuk (2000: 146) "Perception is the process of individuals, organizers, and interprets stimulating into a meaningful and coherent picture of the world". More or less that perception is a process that makes someone to choose, organize, and interpret the stimuli received into a meaningful and complete picture of his world.

➤ Implications of Perception of Marketing

Consumers tend to shape perceptions of brands, stores and companies based on the inference or conclusions they get from marketing and environmental stimulus.

C. Cultural Factors

Cultural factors have the most extensive and profound influence on consumer behavior. Marketers must understand the role played by the buyer's culture, sub-culture, and social class.

➤ Culture

Simamora, (2013: 86) Culture is a complex matter that includes knowledge, beliefs, art, morals, customs, habits, and norms that apply to society.

➤ Sub-Culture

Simamora, (2003: 86) like a national group that resides in an area will have distinctive ethnic tastes and interests.

➤ Social Class

Kotler (2007: 216) shows preferences for different products and brands in a number of fields including clothing, home furnishings, leisure activities, and luxury goods.

D. Personal Factor

Suriani (2012: 57) argues that personal (personal) factors are interpreted as individual characteristics which are a combination of characteristics, temperament, general abilities and talents which in their development are influenced by the interaction of individuals with their environment.

- Economic Conditions
- Personality and self-concept
- Lifestyle

E. Social Factors

Social factors are factors associated with social unity which is where individuals interact with each other because of the relationship between them.

- Reference Group
- Family
- Roles and Status

F. Innovation Strategy

Kotler (2012: 76) defines marketing strategies as a strategy to serve markets or market segments that are targeted by companies. Hills, Gerald, (2017), innovation is defined as ideas, practices or objects that are considered new by an individual or other user units.

I. Innovation Strategy Objectives

Kotler and Armstrong (2014: 6) mention the purpose of marketing strategies is to make sales not treated again, sales and advertising are only part of a larger marketing mix a set of marketing tools that work together to satisfy customer needs and create relationships with customers, supported by marketing in an integrated manner aimed at generating customer satisfaction as the key to meeting organizational goals, the ultimate goal of marketing is to help the organization achieve its goals.

Keeh, Hean Tat, Nguyen, Mai, Ping (2017: 34) Innovation is very important because there are the following reasons:

- Technology changes very rapidly with new products, new processes and services from competitors, and this encourages entrepreneurial efforts to compete and succeed. All you have to do is adjust to new technological innovations.
- The effects of environmental change on the product life cycle are getting shorter, which means that old products or services must be replaced with new ones in a short time, and this can happen because there is creative thinking that leads to innovation.
- Today's consumers are smarter, more classy and demanding. They expect more in terms of quality, updates and prices. Innovative skills are therefore needed to satisfy the needs of consumers while maintaining them.
- With markets and technology changing very fast, ideas that are truly good can be more easily imitated, and this requires methods of using products, new and improved processes, and faster, continuous services and
- Innovation can lead to faster growth, increase market segments, and create a better corporate position.

G. Consumer Decisions

Prasetijo and Ihalauw (2015: 226) also suggest that, a person is faced with two choices, namely buying and not buying, and then he chooses to buy, then he is in a position to make a decision. Kotler (2011: 178) External Business Environment is a process that aims to identify opportunities and threats through the processes carried out by strategic planning. External forces are divided into two, namely: the macro environment and the industrial environment.

Alma (2011: 96) states that purchasing decisions are a consumer decision that is influenced by economic, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process, thus forming an attitude for consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased.

Kotler (2008: 112) suggests in a purchasing decision that there are generally five roles that a person performs, the five roles include:

- 1) Initiator. Initiator is the person who first realizes that there is an unfulfilled desire or need and proposes an idea to buy a particular item or service.
- 2) Influencer. Influencers are people who give views, advice, or opinions that help purchase decisions.
- 3) Decider. Decider is a person who determines purchasing decisions, whether to buy, what to buy, how to buy, or where to buy it.
- 4) Buyer (Buyer). Buyers are people who make actual purchases.
- 5) Users (Users). Users are people who consume or use goods or services that have been purchased.

The process of purchasing decisions is very varied. Some are simple and some are complex. Mangkunegara (2009: 103) divides the decision making process into three types:

- 1) Extensive decision making process. The most complete type of decision making starts from the introduction of consumer problems that can be solved through the purchase of several products.
- 2) The decision making process is limited. If consumers recognize the problem, then evaluate several alternative products or brands based on the knowledge they have without trying (or just doing a little effort) looking for new information about the product.
- 3) Customary decision-making processes. This process is very simple, namely consumers recognize the problem and then immediately decide to buy their favorite brand / favorite (without evaluating alternatives).

According to Kotler (2014: 170) the stages of consumer purchasing decisions occur through stages:

- 1) Introduction to problems / needs
- 2) Information seeking
- 3) Evaluate alternatives
- 4) Purchasing decisions
- 5) Behavior after purchase Sciffman and Kanuk (2008: 488) suggested four consumer models that have different perspectives in making decisions, including:
 - a) Economic outlook
 - b) Passive Views
 - c) Cognitive Views
 - d) Emotional Views

Tjiptono (2009: 89) Mention the main role in consumer decision making processes, namely:

- 1) The role of price allocation, namely the price function in helping buyers decide how to obtain the highest benefits or utilities expected based on their purchasing power.
- 2) The role of information from prices, namely the function of prices in targeting consumers regarding product factors, such as quality. This is especially useful in situations where buyers have difficulty assessing

product factors or benefits objectively. The perception that often arises is that expensive prices reflect high quality so consumers value prices set in accordance with the quality of the products and services specified.

III. RESEARCH METHODS

This study describes and analyzes the influence of psychological, cultural, personal, social, innovation strategies and student decisions on UIN Alauddin Makassar. The research approach is quantitative methods and qualitative methods and combines qualitative and quantitative research methods. Based on Slovin formula the sample in this study was 372 respondents.

No.	Nama Fakultas	Lokasi/ Tempat	Jumlah Populasi
1.	Fakultas Kedokteran dan Ilmu Kesehatan	Makassar	403
2.	Fakultas Tarbiyah dan Keguruan	Makassar	859
3.	Fakultas Sains dan Teknologi	Makassar	776
4.	Fakultas Syariah dan Hukum	Makassar	692
5.	Fakultas Ekonomi dan Bisnis	Makassar	624
6.	Fakultas Adab dan Humaniora	Makassar	616
7.	Fakultas Dakwah dan Komunikasi	Makassar	796
8.	Fakultas Filsafat dan Ushuluddin	Makassar	626
	Jumlah Mahasiswa		5.392

Table 2:- List of Research Objects and Total Population of Students of Alauddin Makassar State Islamic University (UIN) 2017
Source: Data Recapitulation of Alauddin State Islamic University (UIN) Makassar 2017

Variable Operational Definition and Measurement

1. Psychological Factors is understanding consumer behavior with stimuli fundamentally in influencing consumer responses to marketing stimuli. With the following indicators:

- a) Motivation
- b) Perception
- c) Knowledge
- d) Confidence
- e) Attitude

2. Cultural factors are complex things that include knowledge, beliefs, art, morals, customs and habits and norms that apply to society. The indicators are:

- a) Culture
- b) Sub culture
- c) Social class

3. Personal factors are individual characteristics which are a combination of traits, temperaments, general abilities and talents which in their development are influenced by the interaction of individuals with their environment. The indicators are:

- a) Economic Conditions
- b) Lifestyle
- c) Personality
- d) Self-concept

4. Social factors are factors associated with social unity which is where individuals interact with each other because of the existence of a relationship between them. The indicators are:

- a). Reference group
- b). Family
- c). Role
- d). Status

5. The innovation strategy is a construct in the face of market competition and sustainable management that considers innovation as an effort of the company through the use of technology and information to develop, produce and market new products for industry, the indicators are:

- a). Leadership Orientation
- b). Process Innovation
- c). Product Innovation
- d). Innovation Implementation

6. Student decisions are processes that aim to identify opportunities and threats through the processes carried out by strategic planning. The indicators are:

- a). Product Choice
- b). Brand Choice
- c). Dealer Choice
- d). Number of Interested
- e). Payment method

IV. RESEARCH RESULTS AND DISCUSSION

Hip	Variable			P-Value	Direct Effect	Indirect Effect	Total Effect	Description
	Eksogen	Intervening	Endogen					
1	Psychological Factor (X1)	-	Innovation Strategy (Y1)	0,000	0,397	-	0,397	Significant
2	Cultural Factors (X2)	-	Innovation Strategy (Y1)	0,213	0,088	-	0,088	Not significant
3	Personal Factors (X3)	-	Innovation Strategy (Y1)	0,472	0,048	-	0,048	Not significant
4	Social Factors (X4)	-	Innovation Strategy (Y1)	0,594	0,038	-	0,038	Not significant
5	Psychological Factor (X1)	-	Student Decisions (Y2)	0,000	0,478	-	0,569	Significant
6	Faktor Budaya (X2)	-	Student Decisions (Y2)	0,000	0,256	-	0,276	Significant
7	Personal Factors (X3)	-	Student Decisions (Y2)	0,045	0,115	-	0,126	Significant
8	Social Factors (X4)	-	Student Decisions (Y2)	0,772	0,018	-	0,026	Not significant
9	Innovation Strategy (Y1)	-	Student Decisions (Y2)	0,002	0,229	-	0,229	Significant
10	Psychological Factor (X1)	Innovation Strategy (Y1)	Student Decisions (Y2)	0,000	0,478	0,091	0,569	Significant
11	Cultural Factors (X2)	Innovation Strategy (Y1)	Student Decisions (Y2)	0,000	0,256	0,020	0,276	Significant
12	Personal Factors (X3)	Innovation Strategy (Y1)	Student Decisions (Y2)	0,045	0,115	0,011	0,126	Significant
13	Social Factors (X4)	Innovation Strategy (Y1)	Student Decisions (Y2)	0,772	0,018	0,009	0,026	Not significant

Sumber: Hasil Olah Data, 2019

Table 3:- Hypothesis Testing and Path Coefficient Value

The interpretation of table 27 hypothesis testing can be explained as follows:

➤ H1: Psychological factors have a positive and significant effect on the innovation strategy of UIN Alauddin Makassar

Testing the first hypothesis of psychological factors has a positive and significant effect on Alauddin's UIN innovation strategy. With a P-Value of 0,000 < 0,050 this value indicates that psychological factors with motivational indicators, perceptions, knowledge, and attitudes give an influence on the innovation strategy.

➤ H2: Cultural factors have a positive and not significant effect on the innovation strategy of UIN Alauddin Makassar

The testing of the second hypothesis of cultural factors has a positive and not significant effect on the

innovation strategy of UIN Alauddin Makassar with P-Value of 0.213 > 0.050. This value indicates that cultural factors with culture, sub-culture and social class give an influence on innovation strategies but are not significant in UIN Alauddin's innovation strategy Makassar.

➤ H3: Personal factors have a positive and not significant effect on the innovation strategy of UIN Alauddin Makassar

The testing of the third hypothesis, namely personal factors has a positive and not significant effect on Alauddin's UIN innovation strategy. With a P-Value value of 0.472 > 0.050 this value indicates that personal factors with economic conditions, lifestyle, personality, and selfconcepts influence innovation strategies but are not significant support the innovation strategy of UIN Alauddin Makassar.

- H4: Social factors have a positive and not significant effect on the innovation strategy of UIN Alauddin Makassar.

The testing of the fourth hypothesis is that social factors have a positive and not significant effect on supporting Alauddin Makassar's UIN innovation strategy with a P-Value value of $0.594 > 0.050$. This value indicates that social factors with reference group indicators, family, roles, and status influence the innovation strategy but do not support innovation strategy of UIN Alauddin Makassar.

- H5: Psychological factors have a positive and significant effect on the decisions of the UIN Alauddin Makassar students

Testing the fifth hypothesis of psychological factors has a positive and significant effect on the decisions of Makassar UIN Alauddin students with a P-Value of $0,000 < 0,050$. This value indicates that psychological factors with indicators of motivation, perception, knowledge, beliefs and attitudes give influence to student decisions and significantly support UIN student decisions Alauddin Makassar.

- H6: Cultural factors have a positive and significant effect on the decisions of the UIN Alauddin Makassar students

The testing of the sixth hypothesis is a cultural factor that has a positive and significant effect on the decisions of UIN Alauddin Makassar students with a P-Value value of $0,000 < 0,050$. This indicates that cultural factors with culture, sub-culture and social class give influence to student decisions and significantly support the students of Alauddin UIN Makassar.

- H7: Personal factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students.

Testing the seventh hypothesis that personal factors have a positive and significant effect on the decisions of Alauddin UIN students with a P-Value value of $0.045 < 0.050$. This value indicates that personal factors with economic conditions, lifestyle, personality, and selfconcept influence student decisions and significantly support decisions student at Makassar's UIN Alauddin.

- 8. H8: Social factors have a positive and insignificant effect on the decisions of UIN Alauddin Makassar students

The testing of the eighth hypothesis is that social factors have a positive and insignificant effect on the decisions of Alauddin UIN students with a P-Value value of $0.772 > 0.050$. This value indicates that social factors with reference group, family, role and status indicators influence student decisions but do not significantly support decisions student at Makassar's UIN Alauddin.

- H9: The innovation strategy has a positive and significant effect on the decisions of the UIN Alauddin Makassar students

Testing the ninth hypothesis, namely the innovation strategy has a positive and significant effect on the

decisions of UIN Alauddin Makassar students with a P-Value value of $0.002 < 0.050$. This indicates that innovation strategies with indicators of leadership orientation, process innovation, product innovation, and innovation implementation have an influence on student decisions and significant support the decision of the students of UIN Alauddin Makassar.

- H10: Psychological factors have a positive and significant effect on the decisions of UIN Alauddin Makassar students through an innovation strategy

The results of the evaluation of the influence of psychological factors on the decisions of UIN Alauddin Makassar students.

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