

THE BEHAVIOR AND MOTIVATION EFFECT FROM INTENSITIES OF INTERNET USERS AMONG COLLEGE STUDENTS

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ABSTRACT

Research on the behavior and motivation effect from intensities of internet users are always interesting to studied. Technology Acceptance Model (TAM) showed that the usage of information technology, especially the Internet, will improve the efficiency of someone work and support its effectiveness. The question is how much the level of adoption of the users or customers for the utilization of those information systems. Objective of this study was to analyze the behavior and motivation effect from intensities of internet users students as a tools to supportt the academic activities among college students. Result from this study showed that students behavior were effected from their intensity of internet users. This suggests: (1) student motivation positively affected by internet users (2) The motivation of student using internet simultaneously affected. This study is expected to provide detailed information and an overview of the beliefs and behavior of students as users of the internet facility to support their academic activities.

Keywords : behavior, motivation, internet, student

INTRODUCTION

Internet has been used by hundreds of millions of people around the world and effective for exchanging information (Kamal, 1999). Many people have used the Internet for differet purposes and it increasing tendency. The world of education has also utilizing internet technology. In certain countries, some educational activities had used internet technologies for distance education purposes (Purbo, 1999). These facilities include: electronic mail (e-mail), chatting on the internet

using the facility IRC (Internet Relay Chat), discussion groups (newsgroups), file transfer facility (File Transfer Protocol), and the World Wide Web (Web).

The internet user in Indonesia is also growing rapidly. Based on survey of Indonesian Internet Service Providers Association (APJII), the number of Internet users in Indonesia has been reached 4.2 million, which consists of 550 thousand residential customers, 26 thousand enterprise customers, 2500 educational institutions, and 2500 internet cafes.

Nonetheless, some research indicates there are many students who are reluctant to use the internet as a source of reference, particularly for completing college student tasks. Recent survey showed that 67% of internet users motives in Indonesia was searching for information, while only 28% related to the completion of the coursework (vivanews.com, 2012). The survey also stated that 68% of internet users were used to doing their task and 22% of students were prefer to use the books in the library for their assignment (Nasution, 2011).

There are still students who are reluctant to use the Internet in particular to complete their course assignments. One of the factors that led to reluctance to use the Internet is a matter of quality information. Downing (1990) stated that the quality of the information positively affects the interest of the use of information technology systems.

The quality of information is the most influential factor for increasing interest users of information technology systems for students in the on-line environment (Handayani, 1997).

Another reason was the ability of the individual. The ability of each student is different and the way they operate the internet to get the information is also different. Straubhaar, J. & R. LaRose. (2006) stated that the success of a technological innovation lies in how individuals view themselves over these technologies. Students who do not understand how to operate a computer-based information systems and a lack of understanding of the search domain will have little intention to use computer-based information systems.

However, Kamal (1999) stated that an individual's ability has no effect for the usage of information technology systems. This contrasts with research Baldwin *et al* (2004). Subjective norm has a very important role in improving upon the success rate of the use of information systems. Subjective norm (Fishbein and Ajzen, 1975) is a perceived limitation on a person to perform certain behaviors and motivation for someone to fulfill a particular action. Subjective norm reflects a person's behavior and it's influenced by several significant perception such as family, friends, colleagues, and so on. Family and colleagues is a group of individual's most influencing interest in information technology systems.

This study was carried out in order answer the questions of whether (1) the users of internet might affected behavior among college students (2) the users of internet intensities might affected motivation among college students, and (3) both the users of internet might affected the behavior and motivation among college students.

MATERIALS AND METHOD

Study site

The study was conducted in Islamic State University of Syarif Hidayatullah, Banten Province, Indonesia, from January 2013 until December 2013. One hundred (100) students were chose for sample population.

Goal and purpose of study

This study starts from the need to identify the method, materials and technique that can contribute for new knowledge of behavior and motivation effect from intensities of internet users among college students. Therefore, the important goal from this study is supported by two purposes : 1) to investigate the users of internet might affected behavior among college students, 2) to investigate the users of internet intensities might affected motivation among college students, and 3) To investigate both the users of internet might affected the behavior and motivation among college students.

Research constellation and hypothesis

The study was conducted by using descriptive quantitative by using figures and calculations with statistical methods. The data then classified and categorized using certain tables. Simple regression analysis, two-way analysis variance with the fulfillment of the test homogeneity variance analysis, and test validity and reliability were used for data analysis. The constellation research is shown in figure 1.

(Figure 1)

There were three hypothesis occurred from this study regarding effect of two variables X to one variable Y. The hypothesis were :

1. First Hypothesis

$$H_0 : \beta_1 \geq 0$$

Internet user had effect towards behavior.

$$H_1 : \beta_1 < 0$$

Internet user had no effect towards behavior.

2. Second Hypothesis

$$H_0 : \beta_2 \geq 0$$

Internet user had effect towards motivation.

$$H_1 : \beta_2 < 0$$

Internet user had no effect towards motivation.

3. Third Hypothesis

$$H_0 : \beta_3 \geq 0$$

Internet user had effect towards behavior and motivation.

$$H_1 : \beta_3 < 0$$

Internet user had no effect towards behavior and motivation.

Data collection

There were two types for data collection, questionnaire and interview. Questionnaire was designed for interval 1 to 5, with the highest score was 5 and the lowest score was 1. The scoring data is shows on table 1.

RESULT

Behavior of internet users

Description of student behavior of Internet users is shown table 2.

(Table 2)

Based on the analysis results obtained in the above table, the maximum score = 24, minimum score = 43, mean = 32.55, median = 32.00, mode = 32 and standard deviation = 3.597. This means that the acquisition of student Internet user behavior score slightly above the average empirical. Visual description of student behavior internet users is shown in the figure 2.

(Figure 2)

From the figure above, it shows that the internet users' behavior distribution has a tendency centered in the middle

Motivation of internet users

(Table 3)

Table 3 shows that internet users among students obtained, maximum score = 74, minimum score = 46, mean = 59.13 median = 59.00, mode = 59 and standard deviation = 5.464. This means that the acquisitions of student motivation of Internet users are above average empirical. Visual description of student behavior data of internet users is shown in figure 3.

(Figure 3)

From the figure above, it appears that the use of internet data distribution has a tendency motivation centered in the middle. Overall, from both figure above, it seen that data distribution for intensity had tendency focus on center or had little above category.

(Table 4.)

Test of Hypothesis

The results of hypothesis test on effect student behavior and motivation on student college as internet users is shows in table 5.

(Table 5.)

Based on the analysis in the table 5, it shows that test statistic $F = 1.372000$ and the p-value = $0.00 > 0.05$ or H_0 rejected. Thus the student behavior and motivation on student significantly affect the intensity of Internet users (table 6).

(Table 6.)

Based on the analysis from the table above, it shows that test statistic $F = 1372336$ and p-value = $0.000 < 0.05$ or H_0 is rejected, or coefficient correlation variable user behavior and user motivation were significant from intensity users. Thus the student behavior and motivation of student on the intensity of internet is 0.983.

Technology to Performance Chain (TPC) is a model where the technology will contribute to the performance at the individual level. The essence of the model is information technology can have a positive impact on performance at the individual and organizational level. The technology must be used for work performed. In other words, the use of technology requires awareness and behavior change at the individual that the new technology will actually give you more benefits than the previous technology.

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Table 1. Scoring Data

<i>No</i>	<i>Answer</i>	<i>Code</i>	<i>Score</i>	<i>Quality</i>
1	Strongly agree	SS	5	Perfect
2	Agree	S	4	Above average
3	Neutral	R/N	3	Average
4	Not agree	TS	2	Below average
5	Strongly not agree	STS	1	No satisfaction

Table 2. Data descriptive of students behavior

Respondents	Median	Mean	Mode	STD	Minimum	Maximum
100	32.0	32.55	32.0	3.597	24.0	43.0

Table 3. Data descriptive of students motivation

Respondents	Median	Mean	Mode	STD	Minimum	Maximum
100	59.0	59.13	59.0	5.464	46.0	74.0

Table 4. Analysis Descriptive

	Behavior	Motivation	Intensity
Median	32.00	59.00	16.50
Mean	32.55	59.13	16.63
Mode	32.00	59.00	16.00
STD	4.597	5.464	3.654
Minimum	24.00	46.00	10.00
Maximum	43.00	74.00	22.00

Table 5. Analysis of Varians (ANOVA) for both variables.

Model	Sum of Squares	df	Mean Square	F
Regression	673.507	2	336.754	1.372
Residual	23.803	97	0.245	
Total	697.310	99		

Table 6. Hypothesis Model

	Model
R	0.983
R Square	0.966
Adjusted R Square	0.965
Std Error of Estimate	0.495
R Square Change	0.966
F Change	1372.336
Df1	2
Df2	97
Sig. F. Change	0.00

Figure 1. Research Constellation and Hypothesis

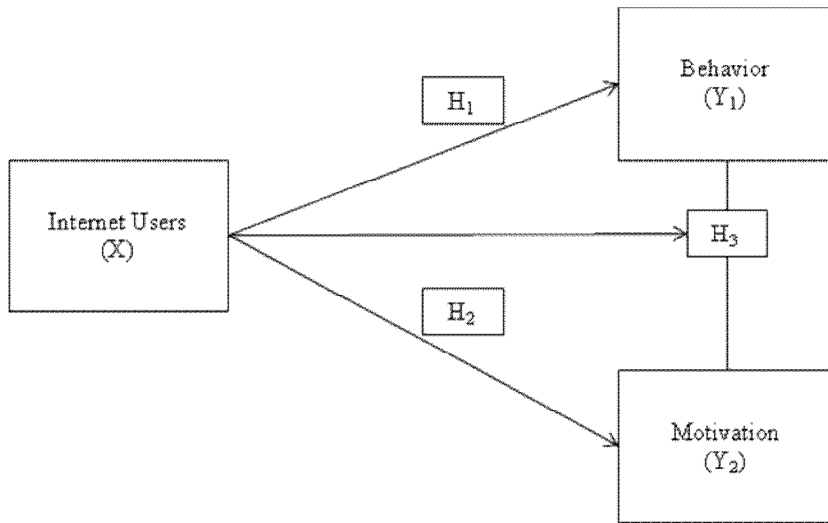


Figure 2. Histogram of Behavior

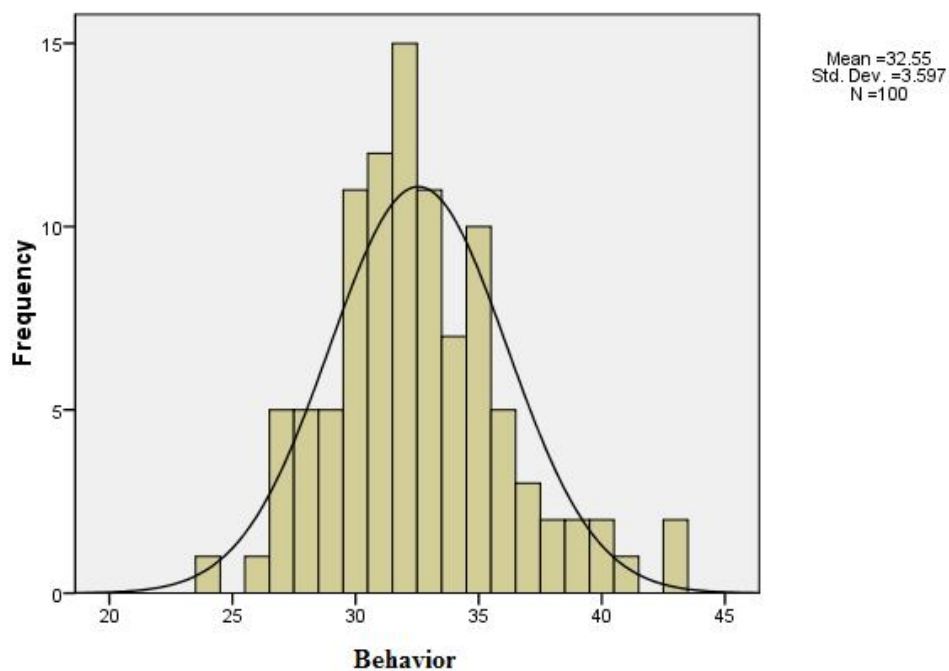


Figure 3. Histogram of Motivation

