



The Influence Of Perceived Desirability, Perceived Feasibility, Perceived Accessibility To Decision To Choose Through The Intention To Choose Of Politechnic In East Java

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ABSTRACT

The government of Indonesia have attempted to encourage the growth of Polytechnic in Indonesia both public and private politechnic to anticipate the implementation of AFTA, but the phenomenon that occurs is various public perception of Polytechnics influence the decision to choose Polytechnic, especially in East Java. The study was conducted to examine the effect of Perceived Desirability, Perceived Feasibility, Perceived Accessibility to Decision To Choose Through Intention To Choose Polytechnic In East Java. There are 34,981 students of Polytechnic, with Slovin's formula among 395 students were taken with proportional random sampling method from Students of Polytechnic in 10 cities in East Java. This explanatory research using Structural Equation Modeling (SEM) method to analyze data with AMOS Software, version 22. The data analysis with SEM resulted that Perceived Desirability has significant influence to intention to choose, Perceived feasibility has significant influence to intention to choose, Perceived accessibility hasn't significant influence to intention to choose, and the last one is intention to choose a significant influence to the decision to choose. The hypothesis proved through data analysis with SEM, there are findings that Perceived accessibility hasn't significant influence to intention to choose Polytechnic in East Java which isn't in accordance with Hypothesis, and it can be interpreted that the tendency of Polytechnic Students in choosing Polytechnic isn't supported by enabling environment factor of politechnic, the ability to access facilities and places, utilization of adequate facilities, and the development of politechnic infrastructure by the government.

Keywords: Polytechnic, Perceived Desirability, Perceived feasibility, Perceived Feasibility, Perceived accessibility, intention to choose, decision to choose..

INTRODUCTION

There are public and private Polytechnic as many as 27 Polytechnics in East Java, Indonesia, there're 14 public Polytechnic and 13 Private Polytechnic with the number of Students in 2016 as many as 34,981 Students and there is a decrease in 2017 that is as many as 33,446 Students. The number of public and Private Polytechnics is only about 7.6 per cent of the Higher Education in East Java, and proves that the targets expected by the Indonesian government that will increase the number of Polytechnic as much as 70 percent compared to 30 percent of other forms of Higher Education are still far from expectations.

Encouragement of people intention to proceed to the Polytechnic will be a challenge for government in order to improve the educational quality and the facilities. The internal factor that influences to the intention is understanding to polytechnics and vocational programs that are manifestations of individual attitudes, and the influence of the family environment that includes parents, relatives, and close friends.

The Internal factors that influence the intention is their confidence that the same position between Polytechnic and University. The internal factors be supported by the theory that the personal behavior affected by behavior intention. And the intentions behave influenced by three components: (1) attitude, (2) subjective norm and (3) perceived behavior control, Ajzen (1991 : 35). It is important from the empirical facts and the theory of TPB (Theory of Planned Behavior) it shows that the influence of internal factor are attitude, subjective norm and perceived behavior control influence to the behavior intention.

The external factor that influences is as so far as personal able to access the location or object, so this concept then says as perceived accessibility. The influence of perceived accessibility to the intentions to choose Polytechnics are the same idea that Perceived accessibility is a measure of convenience to get the location or object, that's idea in line with previous research, Black (2001:23).

Theory of Planned Behavior (TPB) discussing the behavior of many individuals who emphasized that each individual's behavior certainly begins with the intention, where intentions more influenced by internal factors that are psychological factors such as attitude and subjective behaviors that are the proxy of Perceived Desirability, and self efficacy which is a proxy of Perceived Feasibility. This research is supported by research of Baharu Kemat AlHaj (2011) . The external factors that also influence to the intention behavior is not much to discuss in particular and this is the uniqueness and novelty presented at the research undertaken. That external factors is the level of accessability (perceived accessibility).

From the empirical facts and the previous researchers, that there has been no research that discusses intention to choose is influenced by factors of perception directly (perception of desire and perception of reliability) and indirect (perceived accessibility), so the issues discussed are the novelty of this research.

LITERATURE REVIEW AND HYPOTHESIS

The Relationship Between Perceived Desirability to Intention to Choose

Perceived Desirability is a variable that directly and actively influences individual beliefs to encourage intention to behave, then called as internal influences. Krueger and Brazeal (2005 :22), Perceived desirability includes two Theory of Planned Behavior those are attitude toward the act and social norms, which are factors that affect the intention of individual behavior. So that from the opinion mentioned above can be said that behavior intention influenced by Perceived Desirability. When Perceived Desirability stronger influence of behavior to choose the more powerful influence on behavior intention to choose.

The relationship between perceived Feasibility to intention to choose

The most critical actor of individual behavior is that behavior is influenced by the behavioral intention of that particular behavior. behavior intention influenced by three components namely attitude, norm norm and norm perceived behavior control. Ajzen (1991 : 46), states that one can have various beliefs about a behavior, but when confronted with a particular event, few of these beliefs arise to influence behavior , it is this belief that stands out

in influencing the behavior of the individual, individual beliefs that arise are often called self efficacy. Vroom (2006), explains the theory of hope that is how someone actually chooses the results that best suits his wishes or expectations. Hope is analogous to efficacy themselves commonly used as a measure or indicator to predict individual motivation. The model developed by Ajzen and Shapero (2005), that self efficacy as proxy to perceived feasibility which is an important predictor of intention to behave. So from the theory presented by the above experts it can be seen that perceived feasibility influence on intention to choose, the higher influence of perceived feasibility factor then intention to choose will be stronger.

Relationship between Perceived Usefulness to intention to choose

Perceived Usefulness is a variable that is formed as the effect of environmental factors that indirectly and passively can affect individual beliefs that encourage intention to behave, which then can be called with external factors. Perceived Usefulness describes the extent to which a person believes that utilizing the means or technology will improve performance. Thompson et. al (1991) concluded the benefits of information technology is a benefit expected by users of information technology in carrying out the task. Thompson (1991) also mentioned that individuals will use information technology if the person knows the benefits or usefulness (positiveness) positive for its use. World e-commerce that Perceived Usefulness adding consumer confidence about the extent to which it will get better if doing onlinetransactions with a particular website (Kim et al, 2007). Individuals who find it easier to use the internet, will find it easier to benefit from the technology. So it can be said that Perceived Usefulness encourage the behavior of one's intention, the more useful a means to the individual it will have a big effect on intention buying behavior. So from the opinion mentioned above can be said that behavior intention influenced by variable of Perceived Usefulness. The stronger Perceived Usefulness ber of behavior to choose the more powerful influence on behavior intention to choose.

Relationship between perceived Accessibility to intention to choose

Factors that indirectly affect perceived accessibility drives are the ability of individuals to access an object or means. Ni at behave, of course, individuals are based on some consideration of certain considerations based on information and experience gained including access to reach certain locations, as proposed by Private and Irawan (2003). Location affects strategic dimensions, such as flexibility, competitive positioning, demand management, and focus strategic (Tjiptono and Chandra, 2005). So from perceived accessibility as the product of information and experience gathered by the individual encourages behavioral intention to decide to buy. So from the opinion mentioned above can be said that behavior intention influenced by variable perceived accessibility. The stronger perceived accessibility ber of behavior to choose the more powerful influence on behavior intention to choose.

The Relations between intention to Decision

Howard and Sheth (2008: 54), that buying intention as a possibility of a consumer planning to buy a certain product at a certain time period and it happens after the consumer keeps relevant information to determine the buying decision. Before the occurrence of a behavior, there are things that become the main predictor in determining the buying decision, namely intention as suggested by ajzen (2005). Intention (intention) is the antecedent of the behavior of individuals to decide to buy, it is explicitly disclosed in the Theory of Planned Behavior that decisions taken by individual purchase is preceded by intention impulse to buy. Then the individual in making the decision is influenced by the intention, the stronger the impulse to buy intention then the stronger the individual confidence to take a buying decision.

Hypothesis

1. Perceived Desirability has significant influence on intention to choose Polytechnic in East Java (H1).
2. Perceived feasibility has a significant effect on intention to choose Polytechnic in East Java (H2).
3. Perceived accessibility has a significant influence on intention to choose Polytechnic in East Java (H3).
4. Intention to choose has a significant influence on the decision to choose Polytechnic in East Java (H4).

Research Model (see Figure 1).

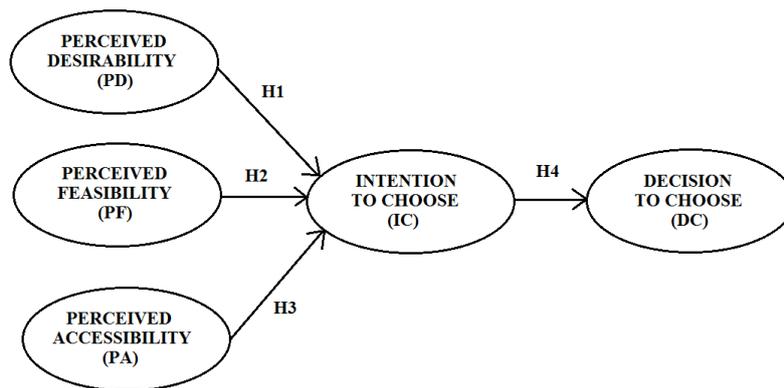


Figure 1. Research Model

RESEARCH METHODE

This research is conducted by proving and analyzing the influence of perceived desirability, perceived feasibility, perceived usefulness, perceived accessibility to decision to choose through intention to choose, Polytechnic in East Java, against 34,981 Polytechnic Students of the Class of 2016 in East Java. With Slovin formula, samples were taken as many as 395 Students with Proportional Random sampling method from Polytechnic Students in 10 Cities / districts in East Java. This explanatory research using Structural Equation Modeling (SEM) method to analyze the data.

ANALYSIS AND DISCUSSION

The result of good-fit analysis shows that all suitability of model gives index according to the recommended (fit), see table 1.

Table 1: Conformity Index Model on Structural Model

<i>Goodness of fit measure</i>	<i>Index</i>	<i>Cuf off</i>	Description
Chi-Square of estimate model	1080,656		
Probability level	0,057	> 0,050	Good
DF	2,255	≥ 2,000	Good
Goodness of Index (GFI)	0,947	≥ 0,900	Good
Adjusted goodness of index (AGFI)	0,953	≥ 0,900	Good
RMSEA	0,076	≤ 0,080	Good
Tucker-Lewis Index (TLI)	0,981	≥ 0,900	Good
Comparative fit Index (CFI)	0,958	≥ 0,900	Good

Using structural equation modeling, then data is analyzed and the result as below, see table 2:

Table 2: The result of Analysis using SEM

Effect		CR	Sig	Information
Perceived Desirability	→ Intention to Choose	2,970	0,003	Significant
Perceived Feasibility	→ Intention to Choose	3,078	0,002	Significant
Perceived Accesability	→ Intention to Choose	-1,932	0,053	Not Significant
Intention to Choose	→ Decision to Choose	9,240	0,000	Significant

1. Perceived Desirability has significant effect on Intention to Choose. The result of parameter estimation of Perceived Desirability to Intention to Choose based on indicators shows significant result with value CR = 2,970. This value is greater than 1.96 with a significant value of 0.003 smaller than 0.05 ($p < 0.05$). This means that there is influence between Perceived Desirability to Intention to Choose.
2. Perceived Feasibility significantly impacts Intention to Choose. The result of parameter estimation of Perceived Feasibility to Intention to Choose based on indicators shows significant result with value of CR = 3,078. This value is greater than 1.96 with a significant value of 0.002 smaller than 0.05 ($p < 0.05$). This means that there is influence between Perceived Feasibility to Intention to Choose..
3. Perceived Accesability significantly affects Intention to Choose. The result of parameter estimation of Perceived Accesability to Intention to Choose based on indicators shows insignificant result with CR value = 1,932. This value is smaller than 1.96 with a significant value of 0.053 greater than 0.05 ($p < 0.05$). This means there is no effect of Perceived Access to the Intention to Choose.
4. Intention to Choose has significant effect on Decision to Choose. The result of parameter estimation of Intention to Choose to Decision to Choose based on indicators shows significant result with CR = 9,240. This value is greater than 1.96 with a significant value of 0.000 smaller than 0.05 ($p < 0.05$). This means that there is influence between Intention to Choose against Decision to Choose.

SUMMARY

1. The influence of Perceived Desirability on Intention to Choose. Based on the results of hypothesis testing, proving that Perceived Desirability has a significant influence on intention to choose of polytechnic in East Java. The conclusion that can be drawn is in general is the intention to choose polytechnic in East Java can be influenced by Perceived Desirability to Polytechnic Students in East Java.
2. The influence of Perceived Feasibility on Intention to Choose. Based on the results of hypothesis testing, proves that Perceived Feasibility has a significant influence on intention to choose of polytechnic in East Java. The conclusion that can be drawn is in general is the intention to choose polytechnic in East Java can be influenced by Perceived Feasibility to Polytechnic Students in East Java.
3. The effect of Perceived Access to Intention to Choose. The conclusion that can be drawn is that in general is the intention to choose polytechnic in East Java is not influenced by Perceived Accesability to Polytechnic Students in East Java.
4. The Intention to Choose Effect on Decision to Choose. Based on the results of hypothesis testing, proves that the intention to choose polytechnic in East Java has a significant influence on Decision to choose polytechnic in East Java. The conclusion that can be drawn is that in general the Decision to choose polytechnic in East Java is influenced by intention to choose in Polytechnic Students in East Java.

LIMITATION

The results of this study there are some limitations, namely:

1. On the scale of data measurement used is interval data, still possible using ordinal data to produce accurate data, the population used is still the coverage of East Java area so that the coverage area of research can be developed with broader coverage of the National scale because the data in web ministry of higher education needs data that support research can be accessed, but with a very large population hence constrained by sampling, because the questionnaire should be submitted directly to the respondents whose numbers would be quite a lot.
2. Research conducted refers to the theory of experts in the form of textbooks and empirical facts of research results in the form of journals, both national journals and international journals. For perceived desirability and perceived feasibility is quite a lot of textbooks and supporting journals, but for the theory of perceived accessibility the references are very limited.

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