ANALYSIS OF FACTORS THAT INFLUENCE INTERNET USER BEHAVIOR

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ABSTRACT

The use of Information Technology is growing very rapidly, one of which is the use of the internet. In the last 5 (five) years, the use of the internet, especially among students has indicated a significant increase. Various offers in the form of internet data package promos from cellular operators are given to them so that it affects the behavior of students as loyal consumers of the products (internet data packages) they provide. This study aims to explain the phenomenon of student behavior as consumers of cellular operators towards the use of internet data packages. The population and sample in this study are STMIK Royal Kisaran students as consumers of Internet Service Provider Operators. The research method used is a quantitative method with data collection techniques through a questionnaire. Data analysis using multiple linear regression. The conclusion in this study is expected to provide a comprehensive explanation of whatever factors that influence consumer behavior, especially students of STMIK Royal Kisaran for the use of internet data packages.

INTRODUCTION

In the information age the internet plays an important role in all aspects of human life. The internet has become a medium that is widely used by students to meet their information needs to support the study needs they are taking as well as to support their activities.

This happens because basically the needs of each individual are very diverse, so the existence of these needs gives rise to the motive for finding information on the most appropriate media. As a result, there are various ways and strategies to obtain this information. In this case the internet is widely used because it offers various facilities to be able to access a variety of literature and scientific references in accordance with the needs of academics. The internet in the information age has established itself as one of the centers of information that can be accessed from various places without being limited by space and time.

The internet is called a barrier-free information center because it can connect one information site to another information site in a short time. The internet is an alternative choice of information search for students besides the library. The internet has become a source of information that has many benefits compared to other sources of in-

formation. At present there are more and more government agencies that have connections to the internet network. Some of them have even published their institutions into the homepage form on the world wide web (www). The development of the internet in Indonesia has shown a significant development based on data from the Indonesian Internet Service Providers Association (APJII), at the end of 2008, the number of internet users reached 25,000,000 million.[1]

Table 1. Number of customers and internet users

Year	User (million)
2008	25
2009	30
2010	42
2011	55
2012	63
2013	82
2014	88.1
2015	110.2
2016	132.7
2017	143.3

Based on the results of research conducted by MarkPlus Insight on 2161 Internet users in Indonesia provides a clear picture of trends in Internet use in Indonesia, the number of Internet users in Indonesia in 2011 has reached 55 million people (in the daily compass), which is interesting from the development of the internet in significant time the internet has introduced a number of new things in the community. Some members of our society are now beginning to use many of the facilities of the world wide web (www) to promote some of the products they want to sell to potential consumers who are radically far wider, but at a much lower cost.

Providing access and ICT (internet) facilities for rural communities aims not only to reduce the digital divide but also to be able to encourage community activity and productivity (empowerment). The presence of the internet in rural communities is not necessarily a necessity, either because of low awareness of its benefits or the absence of the internet's connection with the existing livelihood systems in rural communities. Efforts to bring the availability of the internet closer to the real needs of the community can be done by using a psychological empowerment approach, namely that ICT must be linked to intrapersonal, interactional and community behavior factors.[2]

In another study, Mudawamah explained that the behavior of Internet users in Library and Information Science students is different from one another. The results of the interviews with six informants showed that there were two informants who still believed all information spread on the internet and also these two informants were the informants who most frequently used the internet with a duration of 15 hours each day. This is a joint work to continue to teach media literacy skills as well as digital literacy and of course other literacies. It is hoped that by having literacy skills we can become human beings with physical and mental qualities, become humans who maintain values, norms and morality.[3]

At this time the user is faced with several problems such as a flood of information, the information presented is not appropriate, the content of the information provided is not right, the type of information is less relevant, there is even information available but cannot be trusted. These problems become a challenge for information providers. Information becomes a basic need for certain users so that if the information needs are not met will be a problem for users. The information needed by users aims to increase knowledge, and improve skills that can ultimately change their attitudes and behavior. Information requirements for each user differ between users.

The sophistication of information and communication technology has changed human behavior and perspectives on life and towards humans themselves. Technological advances have greatly resulted in the world running without stopping. Piliang argues that the running world has brought mankind into a new space-time, awareness and experience that was never thought of before. Internet is considered as a communication channel that has a wide reach, which is expected to become a new public space (virtual public space) as a means of communicating with each other freely.[4]

According to Pirolli, humans adaptively shape their behavior based on their information environment, Gleeson explain the information obtained is believed to be able to build insight and knowledge. The increasing abundance of available information sources helps create competition in providing the most relevant information. The phenomenon of the emergence of various sources and information channels indicates that the environment around individuals provides opportunities in the form of various alternative choices in completing academic tasks. Various sources of information appear in various forms or containers, whether printed, recorded or installed.

While the context of information needs related to social roles has a close relationship with role theory. The theory introduced by Biddle and Thomas states that each individual has a tendency to adjust their information search, according to the social context in a social system. This need is closely related to the need to strengthen or add to one's information, knowledge and understanding of the environment.

In another study, Yusup explained that a group of rural youth who choose the internet for business and fulfill their livelihoods, both for buying and selling goods, financial transactions, and online communication. Viewed from the aspects of behavior and experience, business actors can be disrupted if there is inter-net network disruption. They take advantage of the internet for marketing efforts through social media, such as Facebook and Youtube, or through spamming. This can be seen from their search and use of livelihood information on the internet through social media and then people's sources, while print media is never used. Another fact is that the rural population is classified as underprivileged or poor.[5]

The social environment includes the characteristics of group affiliation and personality traits. Individual needs are categorized, as follows: 1). Cognitive Needs, Needs related to affirming information, knowledge and understanding of the environment. This need is based on a desire to understand and master the environment, as well as satisfying curiosity and encouragement for investigation. 2). Affective Needs, Needs related to affirming aesthetic, pleasant and emotional experiences. 3). Personal Needs Namely needs relating to credibility, trust, stability, and individual status. This is obtained from

the desire for self-esteem. 4). Integrative Social Needs Needs related to establishing contact with family, friends and the world. This is based on the desire of affiliation.

The desires and needs of each individual is different from time to time and from place to place, so the motives possessed are different. Mc Quail, Blumler, and Brown in Ebersole, proposed four categories of motives for the use of media based on their research in England, including: 1). Diversion, escape and routines and problems; release of emotions. 2). Social relations, social benefits of information in conversation; media substitute for the sake of friendship. 3). Personal identity or individual psychology, strengthening values or enhancing beliefs; self-understanding; exploration of reality; etc.

The uses and gratifications theory starts from the social environment, where what is seen is the needs of the audience. The social environment includes the characteristics of group affiliation and personality traits. Thus, departing from this social environment, individuals determine their needs by using a variety of non-media and media choices as a means of meeting needs.

The strong predictions to find out the knowledge and skills (skills) of someone interacting using the internet is one's internet experience. According to him the length of time someone (in years) using the internet can function as a representative of digital literacy skills.

Intensity of Internet Usage

The intensity of one's internet use according, there are two basic things that need to be observed, namely the frequency of the internet that is often used and long time using it every time internet access is done by internet users. The Graphic, Visualization & Usability Center, the Georgia Institute of Technology, classifying internet users into three categories based on internet intensity used: 1). Heavy users: internet users spend more than 40 hours of work per month. This type of internet user is one of the addicted characteristics of internet users; 2). Medium users: internet users who spend between 10 and 40 hours per month; 3). Light users: internet users who spend less than 10 hours per month.

METHOD

The research method used in this research is quantitative research methods with a descriptive approach. According to Sugiyono, quantitative research is: "The research method is based on the philosophy of positivism, used to research on a particular population or sample, data collection using research instruments, data analysis is quantutative or statistical, with the aim of testing predetermined hypotheses." The descriptive approach according to Sugiyono is: "This descriptive research method is carried out to determine the existence of independent variables, either only in one or more variables (independent variables or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables".[6]

The questionnaire is used in the data collection process. The questionnaire is a list of structured questions with alternative answer choices that have been available so

that the respondent only has to choose the answer according to his aspirations, perceptions, attitudes, circumstances or personal opinions.

Researchers used the questionnaire method for several reasons including respondents being able to work on this questionnaire in their spare time so that there was enough time to think and provide answers that were most appropriate to their true attitudes and data collection could be carried out simultaneously on many respondents so that it was faster and more economical.

Data collection techniques used in this study are: a). Primary data collection, i.e. data collected directly by people doing research. The collection of primary data is done by giving a list of questions in writing given to respondents who are examined to obtain answers or responses. The questionnaire used in this study is a half-open questionnaire that is a question that besides being available a number of alternative answers, it also provides the opportunity for respondents to provide answers and opinions as they wish; 2). Secondary data collection, namely data collected by people who conduct research from sources that have been processed by certain parties; 3). Observation, which is a collection of data through direct observation of the research object. It is expected that this observation will get an overview of the actual facts to support the primary data or secondary data that have been obtained; 4). Literature study, which is conducted by researchers through the recording of literature data, examine the archives and documentation related to this research.

RESULT AND DISCUSSION

Antecedents include Individual Variables consisting of demographic data such as: age, gender, and psychological factors communicant. In the environmental variables included in it are organization, social system and social structure. In this research, many of them are dominated by female respondents. While for the average age of respondents in this study were included in the late teens with an age range of 19-21 years. In terms of work the majority of respondents' parents work as private employees. Internet use behavior by respondents is motivated by certain motives, where these motives include cognitive motives, supervision, entertainment motives, time-consuming motives, escape motives from fatigue and social interaction motives. From the results of this study, cognitive motives and social interaction motives are the biggest motives of respondents in using the internet.

Based on aspects of the intensity of internet use, the frequency of internet use by respondents is on average almost every day with a duration of time that is 2-3 hours per day. Whereas for the majority of the places where they are connected they choose to connect because campus facilities are provided which can be used free of charge (both gallery/campus hall and reading room in the library).

Another thing that was noted about the growth of the Internet was the factor of the increasing demographic of the 30 to 50 old years who started using the Internet. In addition to the In-internet being a media whose users continue to increase, another reason for choosing adolescents is that there are reports of survey results stating 30 million-Internet users in Indonesia are teenagers.

Table 2. Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	131	43.9	43.9	43.9
	Woman	169	56.1	56.1	100.0
	Summary	300	100.0	100.0	

Based on primary data processed by researchers, respondents who had male sex totaled 131 students with a percentage of 43.9% of the total respondents, while respondents who were female amounted to 169 students with a percentage of 56.1%.

Tabel 3. Frequency of Respondents using the Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Answered	2	.4	.4	.4
	Every Day	142	39.1	39.1	39.5
	Every Week	22	6.1	6.1	45.6
	Not Sure But Often	122	32.9	32.9	78.5
	Not Sure But Rarely	73	20.3	20.3	98.8
	Never	6	1.2	1.2	100.0
	Summary	300	100.0	100.0	

In connection with surfing as a media activity, table 4 shows the frequency of respondents using the Internet. Respondents who claimed to use the Internet every day were 39.1% or 142 respondents. Followed by respondents who stated uncertain but often (32.9% or 122 respondents), uncertain but rarely (20.3% or 73 respondents), every week (6.1% or 22 respondents), never (1.2% or 6 respondents), and who did not answer 2 respondent or 0.4%.

Table 4. Internet Ranking in the Context of Information Search by Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Answered	20	7.4	7.4	7.4
	The most frequently	160	54.3	54.3	61.7
	Often	90	28.3	28.3	90.0
	Often enough	18	6.0	6.0	96.0
	Not enough	6	1.1	1.1	97.1
	Very Not Often	6	2.9	2.9	100.0
	Summary	300	100.0	100.0	

This is evident from 300 respondents, 160 respondents or equivalent to 54.3% said that they use the Internet most often in terms of information search. The second highest number of respondents stated that they often seek information using Internet. The types of respondents who frequently search for information on the Internet are 90 respondents or 28.3%.

CONCLUSION

Based on the results of research conducted by researchers regarding the Behavior of Internet Usage among Students (Descriptive study) about the behavior of internet use among STMIK Royal students to meet their information needs based on the research questions that have been submitted, the researcher can conclude several research findings, namely: (1) In this study, many respondents are dominated by female sex. While for the average age of respondents in this study were included in the late teens with an age range of 19-21 years. In terms of work the majority of respondents' parents work as private employees. (2) Behavior of internet use by respondents is motivated by a number of specific motives, where these motives include cognitive motives, supervision, entertainment motives, time-consuming motives, escape motives from fatigue and social interaction motives. From the results of this study, cognitive motives and social interaction motives are the biggest motives of respondents in using the internet. (3) Based on the aspect of intensity of internet use, the frequency of internet use by respondents is on average almost every day with a duration of time that is 2-3 hours per day. As for the majority of places where they are connected, they choose campus because campus facilities are provided which can be used free of charge. (4) Based on the pattern of internet facility utilization, most respondents use the world wide web (www) facility when searching information on the internet using Google's search engine facility which is considered easier to use and more familiar. (5) One of the obstacles encountered by respondents in this study is to enter keywords in the search engine (search engine) with the correct information and in accordance with what you want to find.

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