

Consumer Behavior Analysis in Utilizing SMAMGALOKA Application SMA Muhammadiyah 3 Jember

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DOI : <https://doi.org/10.61796/icossh.v2i1.174>



Sections Info

Article history:

Submitted: January 31, 2025

Final Revised: February 28, 2025

Accepted: March 15, 2025

Published: March 30, 2025

Keywords:

Consumer

Behavior

Application

ABSTRACT

Objective: The purpose of this study is to determine and analyze the factors that influence consumer behavior at SMA Muhammadiyah 3 Jember in their decision to use the SMAMGALOKA application to monitor their child's educational development. **Method:** This research method uses a qualitative descriptive approach. The sample in this study was 10 participants. The study was conducted using interview, observation, and literature study methods. The interview results were followed up with data reduction, presented, and conclusions were drawn. **Results:** The results of the study showed that only 1 out of 10 participants did not use and did not really need the application and the rest felt helped by the application. These results indicate that the SMAMGALOKA application has succeeded in providing features that consumers have needed in organizing education at SMA Muhammadiyah 3 Jember. **Novelty:** This research shows novelty in terms of school management's response in answering consumer complaints and needs by creating an android-based application that also functions as a school management information system.

INTRODUCTION

The number of new students at SMA Muhammadiyah 3 Jember as a leading private high school in Jember Regency has shown an increasing trend in the last 2 years. This condition is in stark contrast to the trend that occurred before and after Covid 19 where there was a significant decline in new students. The Principal of SMA Muhammadiyah 3 Jember, Sony Bakhtiar, said that in 2017-2021 there was a significant decline in public trust by an average of 100 students per year. Consumers began to evaluate and search for products that satisfy their needs [1]. They need involvement and additional experience in using school services directly [2]. This experience will make consumers produce information in the form of positive comments about the education services of SMA Muhammadiyah 3 Jember [3] which will have an impact on restoring public trust in schools. Since the period of 2022-2024 there had been a turning point and the number of new students has experienced a slight upward trend with an average of 20 students per year.

The increase in the number of new students in the last 2 years cannot be separated from the significant improvement in school services. Renovation of all school facilities and digitalization of services are steps that must be taken to meet the demands of the community for fast, effective, and transparent digital-based services. To answer this, SMA Muhammadiyah 3 Jember initiated and innovated by launching an Android-based application that can be a connecting media between school management and parents and students. This innovation is a response to parents' complaints about the importance of knowing the progress of their children's education process at school in real time [4], but

are often constrained by the difficulty of time to communicate directly with teachers at school.

The SMAMGALOKA application is an application that also functions as a management information system that contains various features that are needed by teachers, parents and students. This application has been developed since early 2024 by first mapping the complaints, desires, and hopes of all internal school stake holders. There are several features that are of course different among teachers, employees and consumers (parents and students). These systems are different from others as developed based on school characteristics and needs in order to analyze and facilitate strategic and operational activities in the school[5].

These features include school profiles, student achievements, Koran reading reports, e- academic reports, payments, daily attendance, extracurricular activities, and complaints. The features above are the results of mapping the needs of parents which are expected to be presented quickly, in real time and interactively.

Teachers and employees as users of this application also have a need to be able to make it easier and faster to complete their daily tasks. Therefore, the school management has prepared class journal features, daily activity journals, attendance, performance reports, e- academic reports, recitation reports, including student profile data information, school profiles, student achievements, and student tuition and School's Education Development Fund payments as a joint control system with parents. The SMAMGALOKA application can be downloaded via Playstore on the users' Android smartphones. At the beginning of the initial launch of this application, it was not entirely easy and smooth. The process of building and perfecting the system takes a long time and really needs active feedback from prospective users. All feedback obtained from all prospective users is very useful input so that this application can be present as a complement to school services to all school residents so that the hope of creating a modern, fast, transparent, and effective school ecosystem can be realized as a form of school commitment in understanding changes in the behavior of all school stakeholders in understanding superior school services. School management really hopes that the presence of this application can be the real proof as an ICT-based School. Eventually SMA Muhammadiyah 3 Jember hopes that the school these investments will get a commensurate impact on school performance and effectiveness [6].

RESEARCH METHOD

The research method used by the author is qualitative research. Qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people or observable behavior [7], namely parents of students and students of SMA Muhammadiyah 3 Jember. Research that will produce descriptive data, meaning that the research method is used to describe all data or conditions of research subjects regarding consumer behavior of SMA Muhammadiyah 3 Jember in utilizing the SMAMGALOKA application, then analyzed and compared based on current field conditions.

The type of research in this study is a focused interview (Focused Interviews) which aims to obtain information by means of face-to-face questions and answers between researchers and the subjects studied [8]. In this case, the focused interview method is carried out with a list of questions that have been prepared in advance. In the interview, a focused exploration was conducted using basic questions regarding consumer knowledge of the SMAMGALOKA application, followed by more specific questions regarding their behavior in responding to the use of the SMAMGALOKA application and ending with questions aimed at concluding consumer perceptions.

This qualitative research was conducted in stages and within a certain period of time. Researchers tried to collect data through interviews and observations by going directly to the field to meet informants. In this study, researchers describe the behavior of consumers of SMA Muhammadiyah 3 Jember in utilizing the SMAMGALOKA application. The data obtained were then presented in the form of word descriptions to make them easier to understand according to what was obtained in the field.

Participants are people who can provide the necessary information [7]. The participant selection technique used in this study was the purposive technique. This purposive technique is a technique for selecting participants with a specific purpose according to the theme and object of the research. In qualitative research, the determination of research subjects is more selective, in order to build theoretical generalizations [9]. Participants in this study were parents of students and students of SMA Muhammadiyah 3 Jember

According to Creswell [10] the number of participants in qualitative research is usually 5 to 10 people, but if data saturation has not been achieved, the number of participants can be increased until there is repetition of information from participants. Saturation indicates that the data described by participants has similarities or reaches saturation point even though viewed from various perspectives. In this study, 9 participants were obtained. The interview was stopped if the data had reached data saturation.

RESULTS AND DISCUSSION

The number of participants who participated in this study was 10 people. Participants were male and female with different ages. The education level of participants varied from junior high school to bachelor's degree and with various professions. All participants were parents and students of SMA Muhammadiyah 3 Jember.

In accordance with one of the research instruments taken in this qualitative research method, namely interviews, the type of interview in this study was a focused interview which aimed to obtain information by means of face-to-face questions and answers between researchers and the subjects studied [8], namely consumers of SMA Muhammadiyah 3 Jember. Researchers used structured or standardized interviews.

The interview schedule contained a number of questions that had been planned in advance. Each participant was asked the same questions in the same order. This type of

interview resembles a written survey questionnaire, in this case the focused interview method is carried out with a list of questions that have been prepared in advance. The results of this study provide an overview of consumer behavior in utilizing the SMAMGALOKA application. The consumer behavior is described in 12 themes.

Theme 1: Consumers know the SMAMGALOKA application and its functions. Based on the results of the participants' answers, data was obtained that all participants had known about the SMAMGALOKA application, but there were still 5 people who did not optimally utilize it because they did not know its functions

Theme 2: Consumers do not understand the SMAMGALOKA application. There were 2 participants who did not really understand the function of the SMAMGALOKA application because they did not feel the need.

Theme 3: More comfortable meeting the teacher directly. There was 1 participant who was found not to have installed the SMAMGALOKA application because he felt that the application could not replace humans and was more comfortable asking the teacher directly

Theme 4: Helped control attendance at school. Participants felt very helped in recording attendance to control student attendance at school.

Theme 5: Consumers need progress reports on studying the Koran. Participants feel that using the application is more effective than using a liaison book because it is often lost or not brought by students

Theme 6: Consumers are helped by Tuition Fee and School's Development Fund payment reports. Parents can immediately find out whether their children have made payments or their fund transfers have been recorded by the school.

Theme 7: Knowing students' activities in participating in extracurricular activities. Participants want to ensure that their children's extracurricular activities are in accordance with their talents and interests and are actively participating in the programs in them

Theme 8: Consumers like to follow the development of school achievements. Participants need information related to achievements because it can increase their confidence in sending their children to school at SMA Muhammadiyah 3 Jember

Theme 9: Consumers need information about teacher and employee profiles. Participants want to get to know the teachers and employees of SMA Muhammadiyah 3 better by looking at photos, addresses, and telephone numbers if they ever need information about their children's development while studying at school.

CONCLUSION

Fundamental Finding : This study is a qualitative descriptive study with focused interviews with 10 participants. Based on the results of the study and discussion regarding consumer behavior of SMA Muhammadiyah 3 Jember in utilizing the SMAMGALOKA application, it can be concluded that there are 9 themes that emerge. In this study, it was found that the factors that influence consumer behavior of SMA Muhammadiyah 3 Jember in their decision to use the SMAMGALOKA application are:

lack of consumer knowledge about the SMAMGALOKA application and how to use it; the feeling of being more comfortable meeting teachers directly makes there are still parents of students who feel more comfortable meeting and communicating directly with teachers, but most participants feel that this application is very helpful in monitoring their children's development in real time; consumers, in this case parents, also need reports on the progress of reciting the Koran from time to time and the application is the answer; participants or consumers need report data related to payment of school fees and School's Development Fund in order to find out the latest payment updates and obligations that must be fulfilled – the application is very helpful for consumers who are out of town or who are very busy; extracurricular activities are considered by consumers as important activities that must be monitored for their development – the application is very helpful for parents in following their children's extracurricular activities; most parents feel that knowing student achievement data is important as a form of accountability for school performance; and parents also need teacher and employee profile features because they often want to ask something directly when they don't have the opportunity to meet in person. **Implication** : The findings of this study provide valuable insights into consumer behavior and user preferences related to the SMAMGALOKA application. These implications are significant for various stakeholders, including school administrators, application developers, and policymakers, aiming to enhance the user experience and adoption of similar educational applications. Understanding the specific needs and behavioral patterns of parents – such as the demand for real-time updates, accessibility to payment information, and teacher profiles – can guide the development of more user-centered educational technologies. Additionally, these insights can inform communication strategies and training efforts to improve parents' digital literacy and engagement with school platforms. **Limitation** : Despite the relevance of these findings, this study is subject to several limitations. First, the participant pool was relatively small, consisting of only 10 individuals, which limits the generalizability of the findings. Second, the study was conducted in a single school setting, which may not reflect the experiences of users in different educational or regional contexts. Third, the study lacks quantitative validation, as it relied solely on qualitative data. Moreover, it only focused on existing features of the SMAMGALOKA application without evaluating potential or newly introduced functionalities. Lastly, the observation period was short-term, which restricts the ability to assess long-term user engagement and behavioral changes. **Future Research** : Future research should aim to include a larger and more diverse sample from various regions to capture a broader spectrum of consumer behavior. Employing mixed-methods approaches could enrich the understanding by combining in-depth qualitative insights with robust quantitative validation. Comparative studies across different school types may also yield important distinctions in user interaction and satisfaction. Longitudinal research would be valuable in tracking changes in behavior and app usage over time. Furthermore, evaluating the usability of new features, examining the application's direct impact on student outcomes, and investigating cultural or regional influences on adoption could offer deeper insights.

Integration with broader educational systems should also be explored to understand how the application fits into and enhances the overall educational ecosystem.

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