



## CHAPTER V

### CONCLUSIONS and RECOMMENDATIONS

#### 5.1 Conclusions

Based on data analysis result of benefit segmentation of MM GMU, researcher found several conclusions:

##### 5.1.1 Students Characteristics based on Demographic Variables

MM GMU international program students are grouped into five groups based on their age. From 90 students, 32 Students are younger than 25 years old (35.56%), 41 Students are between 25 to 27 years old (45.56%), nine Students are between 28 to 30 years old (10%), five Students are between 31 to 33 years old (5.56 %), and only three Students are older than 33 years old (3.33%). Thus, group with age between 25 to 27 years old is the largest group.

Based on gender, from 90 MM GMU international program students, 60 students (66.67%) are male and 30 students (33.33%) are female. Thus, male is the largest group.

MM GMU international program students are grouped into five groups based on their monthly spending. Three students (3.33%) with monthly spending less than Rp 500.000, 22 students (24.44%) with monthly spending between Rp 500.000 and Rp 1.000.000, 28 students (31.11%) with monthly spending between Rp 1.000.001 and Rp 1.500.000, 15 students (16.67%) with monthly spending between Rp 1.500.001 and Rp 2.000.000, and 22 students (24.44%) with monthly



spending more than Rp 2.000.000. Thus, the group with monthly spending between Rp 1.000.001 and Rp 1.500.000 is the largest group.

MM GMU international program students are grouped into five groups based on their occupation. From 90 students, 61 of them (67.78%) are full time students, 11 students (12.22%) are also employees, 11 students (12.22%) are also entrepreneurs, one student (1.11%) is a lecturer, and six students are grouped into others job category that consist of government officer (3 students), freelance worker (one student), artist manager (one student), and broker (one student). Thus, full time students group is the largest group.

Based on their father's occupation, MM GMU international program students are grouped into six groups as shown. From 90 students, 16 students (17.78%) whose father works for private company, 26 students (28.89%) whose father works for government (government officer/Military Force/Police), 22 students (24.44%) whose father works as an entrepreneur, 13 students (14.44%) whose father works for state owned company, 9 students (10%) whose father works as a lecturer, and 4 students (4.44%) whose fathers are grouped into others job category. Thus, students whose father works for government is the largest group.

Based on their mother's occupation, MM GMU international program students can be grouped into seven groups. From 90 students, four students (4.44%) whose mother works for private company, nine students (10%) whose mother works for government (government officer/Military Force/Police), 15 students (16.67%) whose mother works as an entrepreneur, 40 students (44.44%)



whose mother is a house wife, six students (6.67%) whose mother works for state owned company, 12 students (13.33%) whose mother works as a lecturer, and four students (4.44%) whose mothers are grouped into others job category. Thus, students whose mother is a house wife, is the largest group.

Based on their father's education level, MM GMU international program students are grouped into six groups. From 90 students, 16 students (17.78%) whose father holds certificate of senior high school (SLTA), 13 students (14.44%) whose father has a diploma degree, 30 students (33.33%) whose father has a bachelor degree, 18 students (20%) whose father has a master degree, nine students (10%) whose father has a doctoral degree, and four students (4.44%) whose father's education level grouped into others category (elementary school certificate holders). Thus, group of students whose father has a bachelor degree is the largest group.

Based on their mother's education level, MM GMU international program students are grouped into six groups. From 90 students, 33 students (36.67%) whose mother holds certificate of senior high school (SLTA), 19 students (21.11%) whose mother has a diploma degree, 19 students (21.11%) whose mother has a bachelor degree, 11 students (12.22%) whose mother has a master degree, two students (2.22%) whose mother has a doctoral degree, and six students (6.67%) whose mother's education level grouped into others category (four elementary school certificate holders and two junior high school certificate holders). Thus, group of students whose mother holds senior high school (SLTA) certificate is the largest group.



Based on their status, from 90 international program students, 72 students (80%) are single while 18 students (20%) are married. Thus, most of the students are single.

Based on their residence, students are grouped into five groups based on their residence as depicted in Table 4.10. From 90 students, 5 students (5.56%) live in their own house, 32 students (35.56%) live in their parents house, 15 students (16.67%) live in a rented house, 33 students (36.67%) live in the dormitory / boarding house, and 5 students live in others category of residence (four students live in the relative's house and one student live in the institution-owned house). Thus, the group of students who live in dormitory/boarding house is the largest group.

Based on the information sources used by students, brochure is the largest group of information source that accounts for 25.63% of total responses followed by newspaper (21.25%) and internet (16.88%). These three groups combined are account for 63.75% of total responses.

### 5.1.2 Benefit Importance for the Students

There are five benefit factors, which are considered important for the students: gaining skill that can be applied in business; I feel as a high quality individual; opportunity to study abroad; campus located in Jogja; and easy to get a job.

The most important benefit for MM GMU students is gaining skills that can be applied in business. Easy to get a job is their second most important



benefit. The students' feeling as a high quality individual is third in terms of its importance for students. Although the respondents are the international program students, the opportunity to study abroad is not so important for them. This benefit is the fourth on benefit factor ranking. Finally, the campus location in Jogja is the fifth rank on benefit factor ranking.

### 5.1.3 Students Benefit Segments

International program students are divided into two clusters. These clusters represent benefit segments of MM GMU, achiever segment (segment 1) and experience seeker segment (segment 2). These benefit segments can be profiled based on its benefits and demographic characteristics of each segment.

Achiever segment contains two benefit factors, easy to get a job and I feel as a high quality individual, while experience seeker segment only contains one benefit factor, opportunity to study abroad. Based on demographic characteristics, occupation is the only demographic variable that distinctively profile these benefit segments. The other demographic variables are overlapping between two benefit segments. To sum up, these two segments can be distinctively profiled by its benefit sought and occupation.

Full profile of each benefit segment is described as follow:

#### 1. Achiever segment (segment 1)

This segment of international program students consider that easy to get a job is important for them. They think of getting a prestigious job in multinational company with high salary. The members of this segment



also consider that to feel as a high quality individual is important to them. They feel that they are competent individual and ready to face globalization era.

Based on their demographic characteristics, members of this segment are:

- Based on occupation, achiever segment members mostly are fulltime students (73,5%).
- Based on gender, achiever segment members consist of 20 females and 29 males.
- Based on age, 16 members are below 25 years old, 26 members between 25 – 27 years old, 4 members between 28 – 30 years old, 2 members between 31 – 33 years old, and only one member who older than 33 years old.
- Based on spending, two members spend below Rp 500.000 per month, 12 members spend Rp 500.001 – Rp 1.000.000 per month, 17 members spend Rp 1.000.001 – Rp 1.500.000 per month, 7 members spend Rp 1.500.001 – Rp 2.000.000 per month, and 11 members who spend more than Rp 2.000.000 per month.
- Based on father's occupation, 8 members has father who works for private company, 15 members has father who works as a government officer/ military force personnel/ policeman, 11 members has father who works as an entrepreneur, 8 members has father who works for state owned company, 6 members has father



who works as lecturer, and only one member has father who works in others category.

- Based on mother's occupation, 2 members has mother who works for private company, 5 members has mother who works as government officer/ military force personnel/ policewoman, 9 members has mother who works as an entrepreneur, 22 members has mother who works as a house wife, 1 member has mother who works for state owned company, 8 members has mother who works as a lecturer, and 2 members has mother who works in others job category.
- Based on father's education level, 7 members whose father has senior high school certificate, 6 members whose father has diploma degree, 18 members whose father has bachelor degree, 10 members whose father has master degree, 6 members whose father has doctoral degree, and 4 members whose father's education level is grouped into others category.
- Based on mother's education level, 15 members whose mother has senior high school certificate, 11 members whose mother has diploma degree, 11 members whose mother has bachelor degree, 6 members whose mother has master degree, 2 members whose mother has doctoral degree, and 4 members whose mother's education level is grouped into others category.



- Based on status, 41 members are single and eight members are married.
- Based on the students' residence, 3 members live in their owned house, 15 members live in parents' house, 8 members live in rented house, 22 members live in dormitory/boarding house, and 1 members live in others residence category.

## 2. Experience seeker segment (segment 2)

The members of this segment are students who want to study abroad and in the same time having experience of living in a foreign country. By studying abroad, they can learn about other country culture and enrich their worldview by living overseas.

Based on demographic characteristics, members of this segment are:

- Based on occupation, achiever segment members mostly are fulltime students (55,9%) and entrepreneur (20,6%).
- Based on gender, achiever segment members consist of 8 females and 26 males.
- Based on age, 13 members are below 25 years old, 13 members between 25 – 27 years old, 4 members between 28 – 30 years old, 2 members between 31 – 33 years old, and 2 members who older than 33 years old.
- Based on spending, 1 member spend below Rp 500.000 per month, 7 members spend Rp 500.001 – Rp 1.000.000 per month, 10



members spend Rp 1.000.001 – Rp 1.500.000 per month, 7 members spend Rp 1.500.001 – Rp 2.000.000 per month, and 9 members who spend more than Rp 2.000.000 per month.

- Based on father's occupation, 5 members has father who works for private company, 9 members has father who works as a government officer/ military force personnel/ policeman, 10 members has father who works as an entrepreneur, 5 members has father who works for state owned company, 3 members has father who works as lecturer, and 2 members has father who works in others category.
- Based on mother's occupation, 2 members has mother who works for private company, 3 members has mother who works as government officer/ military force personnel/ policewoman, 6 members has mother who works as an entrepreneur, 14 members has mother who works as a house wife, 4 members has mother who works for state owned company, 3 members has mother who works as a lecturer, and 2 members has mother who works in others job category.
- Based on father's education level, 7 members whose father has senior high school certificate, 4 members whose father has diploma degree, 10 members whose father has bachelor degree, 8 members whose father has master degree, 3 members whose father has



doctoral degree, and 2 members whose father's education level is grouped into others category.

- Based on mother's education level, 15 members whose mother has senior high school certificate, 6 members whose mother has diploma degree, 7 members whose mother has bachelor degree, 4 members whose mother has master degree, none of members whose mother has doctoral degree, and two members whose mother's education level is grouped into others category.
- Based on status, 25 members are single and nine members are married.
- Based on students' residence, 2 members live in their owned house, 15 members live in parents' house, 6 members live in rented house, 8 members live in dormitory/boarding house, and 3 members live in others residence category.

## **5.2 Recommendations**

### **5.2.1 Targeted segment of MM GMU International Program**

Based on benefits sought, the international program students can be segmented into two benefits segment: achiever segment, and experience seeker segment. MM GMU international program has succeeded to attract these benefit segments to enroll at MM GMU. Therefore, choosing one segment over the other is only limiting the potential of income for MM GMU. Thus, the researcher suggested that MM GMU targets both of these benefit segments.



### 5.2.2 Positioning of MM GMU International Program

Based on the target market, which are achiever and experience seeker segments, MM GMU should position its international program as a starting point for achieving prestigious career while enriching one's worldview in the process. MM GMU could use "global perspective for future leaders" as the tagline for the international program. By using this tagline or other tagline with similar meaning, MM GMU could emphasis on enriching experience gained by studying abroad and having prospective future career after completing the program.

### 5.2.3 Communicating Benefits of MM GMU International Program

Based on information source used by students, brochure, newspaper, and internet, are the media where MM GMU should place the communication message of its benefits. The message should emphasis on easy to get a job, high quality individual, and opportunity to study abroad. It can be filled with testimonials from successful alumni of international program who has reached the top of their organization or having amazing career abroad and reasons why others should join international program of MM GMU. Opportunity to study abroad should be described as an experience to study while learning foreign country culture, and enriching one's worldview, which will be needed in the future as a business leader.