

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Study**

The pervasiveness of computers in current society raises important questions regarding the attitudes of students in adapting with technology. One of the student's needs in following technological developments is having a personal computer. Moreover, operating and owning a personal computer as a student and as a university students in this 21st century become a common thing. There are several things that influence student's attitudes in buying personal computer especially with regard to brands as there are a lot of computer's brands in Semarang market, starting from low-end brands to high-end brands.

In addition, nowadays computer has radically changed the world. From machines for calculation, computers are now becoming the platforms for information processing and computation, supporting the entire spectrum of human endeavor Quigley (2012). It shows that computer becomes the mediator to help people especially universities students to keep up with modern era. Following Weaver & Nilson (as cited in Fried, 2008) computers have become standard equipment in higher education, and the use of computers in universities continues to grow. Therefore computer is used by not only IT students by all of the students in every major not only specifically made for IT students. According to Dabas (2018) , computer and related

technologies have been used in distance learning through various ways such as teleconferencing, video-conferencing, audio graphics, teletext, video text, multimedia and hypermedia, e-books , online database, online discussion, on-demand call in course etc. This shows that computer is very useful for student's education because through computer students can do a lot of things on and off campus. However this study wants to focus more on IT student's perceptions towards build-up PC in Semarang.

### **1.2 Field of study**

This study deals with the perception of Unika Soegijapranata IT students in buying a build-up PC in Semarang and educational market survey

### **1.3 Scope of the study**

This research focuses on Unika Soegijapranata IT student's perception in buying a build-up PC in Semarang.

### **1.4 Problem Formulation**

What kind of perceptions have IT students of Unika Soegijapranata have towards build-up PC in Semarang?

### **1.5 Objectives of the study**

To find out the perceptions of IT students towards build-up PC in Semarang

### **1.6 Significance of the study**

The writer expects that this study will later help people by informing them about important factors that encourage consumers to buy their personal computers. By knowing such information, computers with such specification

can be made available. The results of this study are also expected to help people in computer business to provide certain brands of computer which are popular among students by knowing the perceptions of UNIKA IT students in buying build-up PC

## **1.7 Definition of terms**

### **1.7.1 Marketing**

The American Marketing Association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large Olujobi (2016)

### **1.7.2 Perception**

Perception comes from the Latin words perception, percipio, meaning “receiving, collecting, action of taking possession, apprehension with the mind or senses” Bastidas (2012)

### **1.7.3 Computer**

A computer is a machine or device that performs processes, calculations, and operations based on instructions provided by a software or hardware program. It is designed to execute applications and provides a variety of solutions by combining integrated hardware and software components Vermaat (2014).

### **1.7.4 IT Student**

A student who Majoring in IT at unika soegijapranata semarang batch 2017