

Low Interest in Reading of Students Management Major at Widyatama University

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***Abstract**---Widyatama University is a source of research to find out the influence of Brand Images of the Department of Management Students at Widyatama University and the Store Atmosphere of the Widyatama University Library in determining the Reading Interest of Management Department Students at Widyatama University. The Management Department has the highest number of students and the Library facility has an A of Accreditation rating, but the drop in visits by Management Department students creates a gap between these variables. The steps applied in this study use descriptive and verification methods, with a total population of Management Department students at Widyatama University. The withdrawal of a sample of 115 respondents concluded that the Management Department's Image did not significantly influence the Reading Interest of Management Department students. However, other partial influences such as Store Atmosphere Library can determine a greater interest than simultaneously with the Image of the Management Department in influencing the Reading Interest of Management Department students at Widyatama University.*

Keywords: Low Interest in Reading, Management Major, Widyatama University University

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I. Introductions

Private universities has located in Bandung there are Widyatama University, have made it into the top one hundred category of the best tertiary institutions in Indonesia, which ranks ninety-one in the ranking of National Universities in Indonesia [1]. The ranking is also carried out by UniRank / 4 International Colleges and Universities (4ICU) of Widyatama University, meanwhile Widyatama University occupies sixty-three positions in 2019 which is classified as the Best National Private University in Indonesia [2].

Widyatama University has an active student number of $\pm 9,295$ students, with a dominated of students from the Faculty of Business and Management with $\pm 3,687$ students coming from two different study programs and for Postgraduate Schools with a Masters of Management students totaling ± 395 students. The Faculty of Business and Management houses two study programs including the Management Study Program S1 and the D3 Management Study Program. The S1 Management Study Program is one of the study programs at Widyatama University which has the highest number of students, with $\pm 3,556$ students.

The Management Department at Widyatama University is the favorite of its students, because the dominance of Widyatama University students is those who study Management under the Faculty of Business and Management and the Graduate School. The existence of the department of "Management" is also one of which can be demonstrated from the teaching staff and lecturers who are able to stimulate students to go through the lectures easily, this can be realized that one of the conveniences is to have abundant sources of literature.

Management study programs supervised by the Faculty of Business and Management are able to produce an average of ± 686 students and an average Masters of Management ± 151 graduates per academic year. Graduates of the Department of Management must go through several stages to be able to complete Strata II / Masters, Strata I / Bachelor and Associate Expert / Diploma III, one of which is to prepare a Thesis, Thesis or Final Project at the end of the semester. Thesis and final assignment preparation requires study of study literature which requires students to look for sources in the library.

Widyatama University has a library that is accredited A by the National Library Accreditation Agency that is valid from 2017 to 2020. Widyatama Library has its own building with a 2 (two) storey building, which on the first floor provides a collection of books with more than $\pm 25,000$ titles of books and also provides a comfortable reading area. On the second floor, the Widyatama Library serves the final / thesis / thesis / thesis loan services from students who have completed their studies at Widyatama University.

The Widyatama Library is located within the area of Widyatama University which was inaugurated in 2008, where the building is one of the relatively new buildings within the Widyatama Campus area. Students can easily access the Widyatama Library building, because it is located right in the area of a student or public car park. Widyatama Library has the convenience for its students to look for literature studies or just to read books, but for students who are studying in the Department of Management show decreased reading interest in the Academic Year which takes place in 2017/2018 and 2018 / 2019. Detailed data on library visits by Management Department students can be seen in the first table below;

Table 1. Data on the Visit of Students of the Faculty of Business and Management Year of Academic 2017/2018 until 2019/2020

Faculty of Business and Management	Year of Academic	
	2017-2018	2018-2019
Management (Bachelor)	16.725	16.928

Faculty of Business and Management	Year of Academic	
	2017-2018	2018-2019
Management (Diplom)	983	538
Master of Management	610	333
Total	18.318	17.799

Resource : Widyatama Libraries, 2019

Table above can explain the total reduction in the number of students visiting the Management Department at Widyatama Library in the last two years, namely 2017/2018 to 2018 / 2019. Widyatama University facilitates its students with the Library by having Accreditation A and abundant literature sources, where the building is easily accessible by all students and provides comfort for visitors to read. The facilities provided by the Widyatama Library have not been able to increase interest in reading for Management Department students at Widyatama University.

Research Formulation Purposes

The series of background problems that have been described previously, then the formulation of the problem in this study are as follows;

1. To get the results of Brand Images of the Department of Management at Widyatama University
2. To get the results of Store Widyatama Library Atmosphere
3. To get the results of Read Interest in Widyatama University Business and Management Faculty Students
4. To get an analyze of the Brand Images of the Department of Management and Store Atmosphere Widyatama Library in Determining the Reading Interest of Management Department Students at Widyatama University

II. Literature Reviews

Brand Images

Patterson in Parker [3] states that Brand Image is a personal subjective perception of consumers that describes information from a product or a service. The definition is able to show the Brand Image to a subjective consumer behavior that is now conveyed by a medium that is used by the public.

More broadly, Kapferer [4] states that Brand Image is a mentality that is shown by consumers who are interrelated between the consumer and the product and also the seller so that it can influence consumers to buy the product or service. According to Hamel Prahalad [5] who developed four dimensions of the subject matter concerning image can be stated as follows:

1. Recognition, the ability possessed by consumers to be able to recognize and be able to remember several brands in the minds of these consumers compared to placing advertisements in the mass media.
2. Reputation, the status of consumers that can be described by a product where the system can be positively public attention.
3. Emotional Relationship, consumers who have their own attachment to a particular product and need to have reciprocity from consumers to the product.

4. Scope, consumers who can take into account the ability of the product where the product can provide a different experience when using it.

Store Atmosphere

Utami [6] explain about store atmosphere that's design of the environment inside and outside the store area through visual communication, lighting levels, building colors, background music, and aromas of power that are useful for stimulating emotions and describing the perceptions of consumers in determining choices.

Store atmosphere has similarities and attachments to (a) environment (b) communication with visuals (c) physical characteristics (d) lighting (e) color variations (f) background music (g) olfactory power and (h) stimulating consumer emotions.

Buying Interest

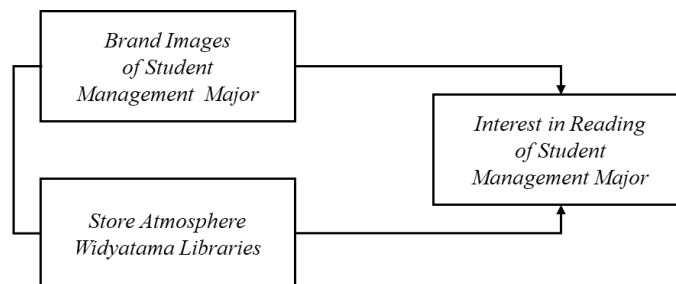
Kotler and Keller [7] expressed rather than buying interest as consumer behavior that arises in response to objects of particular concern and shows a sense of want and besides explaining again into something that can be linked also planned by consumers that can be used at certain times. Bearman and Evans [8] describe the drive for high interest arising in a person and with a strong desire to obtain goods or services in a person's efforts to meet needs.

The encouragement of consumers to get an item can be raised from certain stages, where AIDA has been developed by Kotler and Keller [7], namely:

1. Attention Stage, is a promotional activity that can stimulate consumers to pay attention, read, listen or pay attention to a product or service.
2. Interested stage, a step to get curiosity and interest from consumers by stimulating consumers to participate in promotions that are delivered, such as product trials and following a series of promotional activities to completion.
3. The Desire Stage, a step that shows the strong desire of the consumer by giving a testimony or giving feedback on the product or service that the consumer has felt and tried.
4. Deciding / Acting stage, the final step that shows the response of consumers who take an action in the form of a purchase, filling in the statement of members of a brand and inviting other colleagues to try and buy the products that have been offered.

Research Framework

The research framework in this study can be explained in the figure below;



Images 1: Research Framework

III. Research Methods

This study was conducted at Widyatama University and used a descriptive-verification research method, where the method can explain the study of the results of the questionnaire for each variable and measure how much the impact of the influence between variables has been discussed in the background of the problem. Respondents in this study have a very large population, namely the entire number of Widyatama University students who are under the auspices of the Faculty of Business and Management and Masters in Management of Graduate Schools who have visited the Library at least once with a total population of \pm 3,900 active students. Therefore according to Sugiyono [9] the respondents in this study had a sample of 115 with an estimated error filling in the questionnaire by five percent, to be 121 respondents. The results of hypothesis testing in this study used the path analysis method described by Juanim [10] and also explained that if one of the variables was found to have no effect, then it was recalculated using the simple linear regression method using SPSS 20.0. Indicators of interpretation of this study are as follows;

Table 2. Interpretation of Coefficient Determinations

Value	Relation
82% – 100%	Very Strong
49% – 81%	Strong
17% – 48%	Not Strong Enough
5% – 16%	Low
0% – 4%	Very Low

Resource : Sugiyono [7]

IV. Discussions

Respondent Demographic

Respondents in this study were students under the auspices of the Faculty of Business and Management and the Masters of Management from the Graduate School of Widyatama University who had visited the Library more than once. Questionnaire results that can be obtained for 125 questionnaires from each respondent, which can only be processed only by 115 questionnaires. This study found 89 respondents were male and the rest were female, besides that it could explain as many as 67 student respondents in 2017 and the rest of the class below.

Brand Images of Management Majors

This discussion explains the results of a questionnaire calculated from a descriptive analysis of the Management Department Image variable, the following is the analysis.

Table 3: Descriptive Analyze Brand Images
 of Management Majors

No	Statement	Score	Categories
1.	Popularity of Management Department among Widyatama University Students	411	Popular
2.	Student Recognize levels Management Departments at Widyatama University	423	Recognizing
3.	Reputation Level Management Department at Widyatama University	392	Reputed
4.	The Level of Student Utilization in Social Networks in the Management	391	Advantaging

No	Statement	Score	Categories
	Department of Widyatama University		
5.	Level of Benefit of Management Department for Widyatama University Students	447	Helpful
6.	Level of Management Subject Insight Given to Widyatama University Students	452	Insightful
Average		419	Good

Resource ; Questionnaire Result, 2019

The analysis of each question asked to respondents is as follows;

1. Department of management at Widyatama University has fame among students, this is because of the ease in undergoing lectures that will be faced by these students. Less solid lecture time, and flexible lectures given tolerance by the lecturers.
2. Students majoring in Management at Widyatama University have another closeness with their lecturers, where the lecturers provide understanding and sharing with students about the lectures they will take.
3. Management Bachelor has consistency in maintaining Accreditation with the value of A (Superior) by the National Accreditation Board for Higher Education (BAN-PT). Therefore the Department of Management at Widyatama University has a good reputation among students of Widyatama University and the public.
4. The students of Management at Widyatama University are dominated by students who are currently in entrepreneurship, therefore many of the Widyatama University students, especially the Management majors, utilize the networks in their lectures.
5. Bachelor Management Department has a vision and mission, one of which discusses graduates can compete globally, therefore many of the alumni use it during their lectures to be able to compete in the outside world.
6. Management Department at Widyatama University has the Field of Collaboration with Other Universities, both inside the country and abroad, where in the collaboration it discusses improving the curriculum for lectures. Therefore, Management Departments at Widyatama University can apply courses with a broad range of insights.

Store Atmosphere of Widyatama Libraries

This discussion explains the results of a questionnaire calculated from a descriptive analysis of the variable Store Atmosphere Widyatama University Library, the following is the analysis.

Table 4: Descriptive Analyze Store Atmosphere
of Widyatama Libraries

No	Statement	Score	Categories
1.	Uniqueness of Widyatama University Library	400	Unique
2.	Level of Clarity of Signs from Widyatama University Library	417	Clearly
3.	Level of Lighting in Widyatama University Library Room	413	Bright
4.	Level of Regularity in Book Placement in Widyatama University Library	379	Less Regularly
5.	Comfort Level of Widyatama University Library	407	Comfort
6.	The level of completeness of the Book Collection in the Widyatama University Library	380	Less Complete

No	Statement	Score	Categories
Average		399	Comfort

Resource ; Questionnaire Result, 2019

The analysis of each question asked to respondents is as follows;

1. Widyatama University Library has a round shaped building on one of the front, where the typical building is only in old buildings in the city of Bandung. The Widyatama University Library is a distinctive characteristic of an unusual and unique building.
2. At the front of Widyatama Library building the words "Library Library", where the sign can be seen from a distance and are right in the car park area at Widyatama University.
3. Widyatama University Library has a lot of lighting, with a typical chandelier numbering more than 10 lights on the bookshelves, added lights in the reading area in every corner of the room makes the Widyatama University Library building brightly lit.
4. Placement of books in the Widyatama University Library is classified as less organized, because often a certain field of science is mixed, making it difficult for students to find books to read. Although the bookshelves in Widyatama University Library are already equipped with book codes that are listed on each of the shelves.
5. The Widyatama University Library is convenient for Widyatama University students to carry out their activities in the building. This is because the Widyatama University Library has a spacious room that can accommodate many people, which has two floors that are used as a library area.
6. The collection of books that has reached $\pm 25,000$, apparently has not been able to serve students in the Management Department to get a certain book title. Therefore, Widyatama University Library is included in the Library which is still incomplete to be able to meet the needs of Widyatama University students, especially in the Department of Management.

Interest in Reading of Students

This discussion explains the results of a questionnaire calculated from a descriptive analysis of the variable Interest in Reading of Widyatama University Students, following is the analysis.

Table 5: Descriptive Analyze Interest
in Reading of Students

No	Pertanyaan	Skor	Kategori
1.	Level of Student Attention towards Widyatama University Library Activities	412	Attentions
2.	Level of Student Knowledge of Widyatama University Library Activities	370	Less to Know
3.	Level of Attractiveness of Widyatama University Library	412	Interesting
4.	Frequency Level Students Get News About Widyatama University Library	339	Less Often
5.	Level of Student Knowledge of Widyatama University Library Social Media	344	Less to Know

No	Pertanyaan	Skor	Kategori
6.	Level of Student Awareness of Library Needs In Running College	396	Aware
7.	Level of Frequency of Students Visiting Widyatama University Library	386	Less Often
8.	Level of Frequency of Students Inviting Colleagues to Visit the Widyatama University Library	452	Often
Average		393	Interest

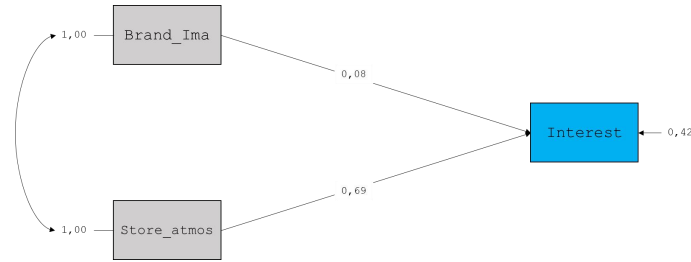
Resource ; Questionnaire Result, 2019

The analysis of each question asked to respondents is as follows;

1. Widyatama University Library gets the attention of Widyatama University students especially the Management Department, this is because the location of the building is in the car park area and is one of the places for student activities.
2. Management Department students at Widyatama University still do not know much about the activities held by the Widyatama University Library, as for the activities being held but many students do not know that these activities are the Widyatama University Library which is the organizer.
3. The Widyatama University Library is interesting to be visited by students of the Management Department of Widyatama University, this is because the unique shape of the building makes students interested in visiting it for the first time.
4. The Widyatama University Library is not infrequently involved in the Widyatama University activities agenda, but many of the Widyatama University students especially the Management Department did not hear news about the activities of the Widyatama University Library.
5. The Widyatama University Library has social media that is still unknown by many Management Department students at Widyatama University. On another perspective, Widyatama University Library has received an A Accreditation score at the National Library Level but there are still many students who do not know it.
6. Students of the Department of Management if given an assignment by their lecturers in each course to look for sources of literature that can be obtained at the Library, therefore students of the Management Department of Widyatama University have a high level of awareness of these needs.
7. Management Department students visit the Widyatama University library less often, this can be explained by the lack of supportive subjects to find sources of literature in the Widyatama University Library.
8. Students often invite their colleagues in the Widyatama University Library, but when traced it is found that many of these students are just waiting for their colleagues in the Library as a place to meet.

Hypothesis Result

The results of this study can be concluded from how much influence the image of the department of management and store atmosphere at the Widyatama University library in determining the reading interest of Widyatama University students, where the image below is the result of a questionnaire using the Lisrel 9.30 Program.



Images 2: Influence Every Variables

The previous picture can be explained from the structural equation analysis results as follows;

$$\text{interest} = 0.0798 \cdot \text{brandI} + 0.692 \cdot \text{store_at}, \text{Errorvar.} = 0.425, R^2 = 0.575$$

Standerr	(0.106)	(0.106)	(0.0565)
Z-values	0.750	6.506	7.517
P-values	0.453	0.000	0.000

From the structural equation above, the results of the hypothesis test are as follows;

Table 6. Hypothesis Result

Hypothesis	t _{counts}	t _{table}	Result	Conclutions
The image of the Management Department cannot determine the Reading Interest of Widyatama University Students	0,75	1,98	Not Significant	H ₀ Accepted, The image of the Management Department cannot determine the Reading Interest of Widyatama University Students
Store Atmosphere Library cannot determine the Reading Interest of Widyatama University Students	6,50	1,98	Significant	H ₀ Rejected, Store Atmosphere Library can determine the Reading Interest of Widyatama University Students
Hypothesis	F _{counts}	F _{table}	Result	Conclutions
The image of the Department of Management and Store Atmosphere of the Library cannot determine the Reading Interest of Widyatama University Students	7,51	3,92	Significant	H ₀ Rejected, The image of the Department of Management and Store Atmosphere Library can determine the Reading Interest of Widyatama University Students

The hypothesis test results above show that the Image Management Department variable does not have a significant effect on the Widyatama University Student Interest in Reading, therefore the influence of the Store Atmosphere Library

variable in determining the Widyatama University Student Reading Interest uses Simple Linear Regression. The results of recalculation using Simple Linear Regression can be seen from the following table;

Tabel 7. Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.668	.665	3.48742

Sumber ; SPSS 20.0

In the summary model table shows that the R Square value of 0.668 or 66.8 percent, in other words it can be concluded that the influence of the library store atmosphere can affect Management Department students by 66.8 percent, while the remaining 33.2 percent can be explained by the main components of the discussion which were not raised in this research problem.

In the Image Management Department variable it was found that there was no influence on the Reading Interest of Management Department students, this was because the Management Department at Widyatama University had a good image beforehand without being associated with the Widyatama University Library. In addition, the Store Atmosphere Widyatama University Library can strongly influence the Reading Interest of Management Department students by 66.8 percent. The level of influence is partially stronger than the effect simultaneously with the Image Management Department with a percentage of 57.5 percent.

V. Conclutions and Suggestions

Conclutions

Research can provide the following conclusions;

1. The image of the Department of Management at Widyatama University shows a good image, it can be explained that the image formed by Management Departments such as the Management Department Program has no role for the library in it. Information about the Department of Management at Widyatama University is based on student achievement, the extent of the field of science offered, institutional collaboration and the value of the Study Program Accreditation they have.
2. Store Atmosphere Widyatama University Library shows the results of the questionnaire that falls into the category of comfort, this can be explained by the comfort felt by these students when visiting the Widyatama University Library. The Library Building which has its own uniqueness and with maximum lighting, adds to the encouragement of students' reading interest in the Widyatama University Library.
3. Management Department students are interested in reading books and other sources of literature in the Widyatama University Library, this can be explained from the awareness of these students about the process of going through a period of study at Widyatama University. The Widyatama University Library can attract the attention of these students,

with the concept of a modern building and interior making the Library attractive to Management Department students to visit.

4. The image of the Management Department does not have a significant influence on the Reading Interest of Management Department students at Widyatama University, but the Store Atmosphere of the Widyatama University Library has a high influence in determining the Reading Interest of Management Department students at Widyatama University.

VI. Suggestions

The results of the study can apply the suggestions that can be made from the statements below;

1. Placement of books in the Widyatama University Library can be adjusted again by providing convenience for students visiting the Widyatama University Library. The arrangement of bookshelves can be sorted according to the concentration and the field of science of each student who is conducting his studies at Widyatama University.
2. The addition of book titles, copies, journals, publications, theses, theses and dissertations is recommended to be done periodically, that is every year or every six months. The addition of books is not only books in accordance with the field of science, but general books such as magazines, newspapers, tabloids, etc., can also be an alternative attraction for students to visit the Widyatama University Library.
3. Activities undertaken by the Widyatama University Library should be able to work closely with the campus's internal institutions, such as Study Programs, Study Centers and from Student Affairs. Therefore, the activities of the Widyatama University Library can be known by at least the students who are in these shelters.
4. Widyatama University Library can participate in activities outside the campus activities, such as National and International seminars in the field of Library and Librarian. The Widyatama University Library can also publicize its achievement of the National Library Accreditation which gets A rating, in the mass media that are spread in general society in general.
5. Widyatama University Library can use literature source search technology within the Library area to facilitate students and social media which are currently widely used by Widyatama University students, besides that awareness of the need for literature sources can be increased through social media owned by Widyatama University Library.

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