

## ANALYSIS FOOD AND NON-FOOD STUDENT CONSUMPTION PATTERNS IN JEMBER DISTRICT (STUDENT STUDIES STIE MANDALA JEMBER)

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### ABSTRACT

This study aims to describe and explain the expenditure of food and non-food consumption of STIE Mandala Jember students based on majors and year of class. This research is a descriptive research. The population used in this study were students of Management, Accounting and Development Economics for the 2016, 2017, 2018 and 2019 batches. With the purposive sampling technique, the number of samples in this study were 120 respondents. The instrument used in this study was a questionnaire. The data analysis technique used is statistical-descriptive analysis in the form of percentages and cross tabulations. The results showed that the expenditure of food and non-food consumption of students was greater in non-food consumption consumption, non-food consumption expenditure based on majors has the same consumption pattern that is the biggest for fashion and the lowest for tuition support costs 3) Non-food consumption expenditure based on college student year has the same consumption pattern that is the biggest for fashion and the lowest for tuition support costs.

**Keyword:** Consumption Pattern , Non-food Consumption , Student

### 1. INTRODUCTION

Activity consumption is the activities spend penghasilan to meet human needs. The most important human needs to be fulfilled through consumption activities are of course basic needs. However, human needs continue to develop in line with the times and the increase in income received. Man is not merely required to meet the needs of principal only, but also concerning the needs of others such as the need for education, health, transport, communication and others.

Consumption of society according to Dumairy (1996: 117) can be grouped into the consumption of food and non-food. Food consumption is a public grocery item that is used to meet food needs, which consists of grains, tubers, vegetables, side dishes, processed food and so on. Consumption of non food is spending to meet the needs of the non-food, which consists of goods and services, material fuel, the cost of education, the cost of healthcare and others.

Students are students who are registered in certain universities who carry out consumption activities. Same as with the community, the needs of students of diverse variety. The activities are also can be seen in the student district of Jember. Student consumption expenditure in Kabupaten Jember varies and is relatively high.

The amount of money submissions on each student certainly is not the same, by because the student must choose the consumption patterns that suit your needs and the cost of living there. Generally, students who have the amount of money a pocket over many have a tendency to consume more than the students that the amount of money in his pocket a little. Students sometimes also cannot control their expenses due to various factors, for example, they want to buy something that is being discussed a lot, namely a feeling that they are not outdated by buying or having items that are being discussed, liked or even used by most people at certain times and the existence of free time and shopping places that feel comfortable which results in student consumptive behavior.

Student consumption for non-food purposes is increasingly diverse, along with the times. Most students begin to shift the use of money pocket monthly them to purchase goods or services instead of food such as clothing, karaoke or belongings goods *trend* in order not to say lag. This is where the shift in student consumption patterns can be seen, namely how much they use their income to fulfill their shopping desires and how much they use for needs that really have to be met.

Based on the background outlined the researchers are interested to investigate further about the patterns of consumption of students in the district of Jember in the study were entitled "Analysis of the pattern of consumption of the Student Food and Non Food in the district of Jember".

## 2. RESEARCH METHOD

### Objects and Types of Research

The research is conducted in the School of High Studies of Economics (STIE) Mandala Jember is featured colleges that produce graduates who are able to jump in the field of business and banking global perspective and achievement. In this study, 120 samples of STIE Mandala Jember students majoring in management, accounting and development economics were used.

This research uses descriptive research. By using quantitative research, the researcher looks at and enters the numbers on the questionnaire to be tested.

### Identification of Research Variables

The analysis model has an independent variable (X) and a variable (Y). Independent variable (X) is the level of expenditure and the variable (Y1) is food and non-food (Y2).

### Data Analysis Method

Analysis of the data used in this research is by using statistical-descriptive analysis in the form of percentages and cross tabulation.

#### 1. Descriptive Statistical Analysis

Data presentation in this descriptive analysis includes the highest value, lowest value, mean, median, mode, *standard deviation* (SD) and graphs. Data were obtained from the field are presented in the form of descriptions of data, with the steps as follows:

1) Arrange the frequency distribution table as follows:

a) Calculating data ranges

Range data = Data The data- smallest

b) Calculating the length of the class

Class length = Data range / number of classes

c) In addition to being presented in tabular form, the data presentation will be presented in the form of a bar graph (histogram).

d) Presenting the maximum value (Max), minimum value (Min), mean (M) and median (Me)

e) Determination of position is carried out by dividing data into three categories as follows:

i. Top group

All respondents who have a score as much as the average plus one standard deviation to the above ( $> M + 1.SD$ )

ii. Medium group

All respondents who have an average score of minus 1 standard deviation and an average score plus 1 standard deviation (between  $M - Sd$  to  $M + 1.SD$ )

iii. Less groups

All respondents who have score more lower than scores mean minus one standard deviation ( $< M - 1.SD$ )

2) *Crosstabs* (Cross table)

Once the data is analyzed, then to determine the pattern of consumption of food and non-food students seen from the level of expenditure do analysis *crosstabs*.

In the *crosstabs* analysis,

the researcher will cross the expenditure data with the student's food and non-food consumption.

## 3. RESEARCH RESULTS AND DISCUSSION

### Student Income

Income is the total amount of income from various sources in the form of money received by students within one month. Income students are categorized into three categories, namely income is high, incomes are being and incomes are low.

Table 1 Student Income

Student Income Category	amount
High	IDR 7,300,000 3 students
Moderate	IDR > 400,000 to 7,300,000 114 students
Low	IDR 400,000 3 students

Source : Data Primary were processed, 2020

Based on the results of the above calculations, it can be concluded that of the 120 respondents, 3 majoring students had the highest income of Rp. 7,300,000 as many as 3 students, moderate income ranged from Rp. > 400,000 to 7,300,000 as many as 114 students and the lowest income was Rp. 400,000 for 3 students.

**Student Consumption Expenditures**

**Table 2 Expenditure of Student Consumption for One Month**

Consumption Expenditures	Food	Non Food
Highest Consumption	1,000,000	10,450,000
Lowest Consumption	100,000	510,000
Mean	405,625	1,835,658
Median	400,000	1,645,000
Mode	300,000	1,225,000
Std Deviation	194,929	1,205,838

Source : Data Primary were processed, 2020

In table 2 it can be seen that the largest average consumption expenditure is non- food consumption compared to food. It is shown that the need for consumption of non- food diverse, so that students have a fund that is large enough to need them.

**Table 3 Students' Average Non- Food Expenditures for One Month**

Type of Expenditure	Management	Accounting	Development Economics
Food	530,263 (11%)	322,727 (7%)	399,074 (8%)
Transportation	135,270 (3%)	105,545 (2%)	158,481 (3%)
Communication	112,105 (2%)	81,000 (2%)	90,556 (2%)
Tuition Support Costs	110,921 (2%)	75,764 (2%)	75,764 (2%)
Entertainment	340,526 (7%)	289,000 (6%)	285,556 (6%)
<i>Fashion</i>	675,500 (14%)	487,291 (10%)	535,741 (11%)
Non Food Amount	1,886,586 (40%)	1,361,327 (28%)	1,545,171 (32%)

Source : Data Primary were processed, 2020

Based on Table 3 above, the average number and percentage of food consumption expenditure and non food, for the consumption of non- food disaggregated by groups of transport, communications, the cost of supporting lectures, entertainment and *fashion* . The average for the expenditure of each intake of students for a month divided by the number of students.

The data from the calculations found that the food expenditures of students majoring in management, accounting and development economics were greater than those of management students . Then the calculation data found that development economy students' transportation expenses have a greater expenditure than management and accounting majors . From the calculation, it is found that the expenditure for communication costs on students shows that the expenses for communication costs for management students are greater than those for accounting and development economics majors .

Data results of calculations which found that expenditure cost of supporting college students majoring in management is a big expenditure compared with the majors accounting and economic development. Data from calculation found that the entertainment expense management department greater expenditure than majoring in accounting and economic development.

Data results of calculations which found that spending *fashiin* average majoring in management is a big expenditure compared with the majors accounting and economic development. Thus, expenditure consumption of non- food students most big incurred for costs *fashion* and low for the cost of supporting college.

**Table 4 Consumption Expenditures for STIE Mandala Students based on the Class of Study for One Month**

Type of Expenditure	2016		2017		2018		2019	
Spending Consumption	Food	Non Food	Food	Non Maknan	Food	Non Food	Food	Non Food
Highest Consumption	1,000,000	13,600,000	1,000,000	17,875,000	1,000,000	14,685,000	625,000	19,990,000
Consumption Lowest	100,000	355,000	200,000	550,000	100,000	200,000	100,000	624,000
Mean	404,000	3,053,850	424,074	3,381,000	460,714	3,196,950	355,625	3,719,400
Median	400,000	2,275,000	300,000	2,595,000	500,000	2,358,500	325,000	3,047,500
Mode	300,000		300,000	1,310,000	500,000		300,000	
Std Deviation	224,499	3,069,883	218,988	3,867,756	210,096	3,340,202	133,672	4,269,373

Source : Data Primary were processed, 2020

In table 4 above, it shows the average consumption expenditure of students for one month. The results of the calculation show that the expenditure of students from class 2016, 2017, 2018 and 2019 is allocated more for non-food consumption than for food consumption. It is to show the students force the old and new does have big expenses for the consumption of non-food, non-food is due to the needs of the students are very diverse.

**Table 5 Average Expenditures for Food and Non-Food Consumption by Class of Student Academic Years for One Month**

Type of Expenditure	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Food	404,000	6	424,074	7	460,174	7	355,625	6
Transportation	148,600	2	125,185	2	153,214	2	94,974	1
Kasi Communion	98,200	2	102,593	2	89,821	2	85,500	1
Supporting Costs Lecture	121,800	2	92,778	1	82,929	1	64,375	1
Entertainment	370,000	6	320,926	5	336,250	5	230,375	4
<i>Fashion</i>	548,040	9	662,037	10	524,464	10	499,750	8

Source : Data Primary were processed, 2020

The result of the calculation is that the expenditure for food and non-food consumption of students in each batch has a different pattern. Food consumption expenditure greatest force in 2018, while non-food consumption expenditure of students in each class that most big is to *fashion*.

**Table 6 Expenditure average Communication Based on Force Year Lecture Students For One Month**

Food	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Food	404,000	100	424,074	100	<b>460,174</b>	100	355,625	100

Source : Data Primary were processed, 2020

From the results of the calculations in the table above, found that the class of 2018 is a force that has the percentage of expenditures for food that most large compared to other forces. Meanwhile, food expenditures are smaller in class 2017, 2019 and 2016.

**Table 7 Average Transportation Expenditures based on Classes of Student Study Years for One Month**

Transportation	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Personal	160,000	<b>73</b>	123,043	<b>64</b>	163,600	<b>83</b>	102,667	<b>66</b>
General	59,167	27	68,750	36	33,333	17	52,000	34

Source : Data Primary were processed, 2020

From the calculation results in the table above, it is found that the 2018 class is the 2018 class which has the largest percentage of expenditure on private vehicles compared to other generations. This shows that students of 2018 class use more private vehicles than public transportation. While spending a vehicle commonly is a big force in 2016, 2017 and 2019.

**Table 8 Average Communication Expenditures based on Classes of Student College Years for One Month**

Communication	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Pulse	92,200	100	<b>102,593</b>	100	89,821	100	55,500	100

Source : Data Primary were processed, 2020

From the results of the calculation of the table above, it was found that the expenditure for communication costs for students was greater in class 2017. While the cost for communication was the lowest, namely for class 2019, 2018 and 2016.

**Table 9 Expenditures Average Cost of Supporting Lecture By Force Year Lecture Students For One Month**

Cost of Supporting Lecture	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	the mean average	%
Print	60,400	50	44,259	46	40,625	48	33,500	<b>51</b>
ATK	<b>61,400</b>	<b>50</b>	52,400	<b>54</b>	43,704	<b>52</b>	31,667	49

Source : Data Primary were processed, 2020

From the results of calculations found that expenses for the cost of supporting college students to ATK is the largest force in 2016. Expenditure on force ATK 2016 great because students are identical to the thesis, so they must have the goods to support the lecture them.. It's become one of the reasons 2016 student expenditure is large for ATK. As for spending ATK terbesar ie force in 2019 as compared with other younger students.

**Table 10 Expenditure average Theme By Force In Class Student for One Month**

Entertainment	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Take a walk	122,826	27	153,200	38	<b>157,692</b>	41	92,568	31
Sports	<b>96,000</b>	21	68,947	17	40,625	11	42,167	14
Cinema	<b>80,714</b>	18	55,435	14	65,000	17	59,167	20
Karaoke	<b>74,000</b>	17	69,412	17	59,200	16	51,786	17
Hobby	<b>73,889</b>	17	53,500	13	59,091	15	56,522	19

Source : Data Primary were processed, 2020

From the calculation results in the table above, it is found that each generation has a large expenditure for traveling entertainment compared to other entertainment. Students of the 2018 class are students who have the greatest entertainment expenditure for traveling compared to other generations. Meanwhile, the

biggest expenditure for sports entertainment was issued by 2016 generation. Then cinema entertainment was issued by class 2016. Meanwhile, the largest karaoke grant was issued by class 2016 and for hobby entertainment the biggest was issued by class 2016.

**Table 11 Average Fashion Expenditures by Class of Student Years for One Month**

Fashion	2016		2017		2018		2019	
	Average	%	Average	%	Average	%	Average	%
Skincare	127,273	<b>21</b>	157,391	21	112,308	19	109,143	19
Clothes	110,833	18	160,400	<b>22</b>	111,538	19	103,472	19
Health	49,364	8	48,478	7	50,200	<b>9</b>	38,472	7
Bag	95,227	<b>16</b>	111,875	15	89,348	15	86,806	16
Shoes	139,773	23	170,000	23	131,667	23	132,973	<b>24</b>
Slippers	86,304	14	<b>91,458</b>	12	85,536	15	79,342	14

Source : Data Primary were processed, 2020

From the results of the calculations in the table above, expenditures on *fashion* based on student's college class , it was found that expenditures for purchasing *skincare* were the most based on other expenses incurred by college students. This indicates that the student generation of new and old each noticed the appearance of the face of them.

**Student Expenditure Crosstab**

**Table 12 Crosstab of Food Expenditure by Major**

Food Consumption Expenditures		Majors			Total
		Management	Accounting	Economy with establishment n	
Food	Low	4 (19%)	14 (0%)	3 (11%)	21 (8%)
	Moderate	26 (70%)	41 (75%)	22 (81%)	89 (72%)
	High	7 (11%)	1 (25%)	2 (7%)	10 (20%)
Total		37 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by direction, it can be seen in Figure 1 below.

Figure 1 Transportation Expenditure Graph by Department

Based on the graph above, it shows each student's food expenditure by major. For low- category student food expenditures , management and development economics students have less expenditure in comparison with accounting students . For the category of being a student of economic development and management of lower expenditure compared to student accounting. Meanwhile, the high category of management student expenditures is greater than accounting and development economics students.

**Table 13 Crosstab of Transportation by Major**

Non- Food Consumption Expenditures		Majors			Total
		Management	Accounting	Development Economics	
Transportation	Low	2 (5%)	6 (11%)	2 (8%)	10 (8%)
	Moderate	27 (73%)	40 (73%)	19 (70%)	86 (72%)
	High	8 (22%)	9 (16%)	6 (22%)	24 (20%)
Total		37 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by direction, it can be seen in Figure 2 below

Based on the graph above, it shows each student transportation expenditure by majors. For low category student transportation expenses, management and development economics students have smaller expenses compared to accounting students. For the category of being a student of economic development and management of lower expenditure compared to student accounting. Meanwhile, the high category of expenditure for management and accounting students is greater than that of development economics students.

**Table 14 Crosstab of Communication with Departments**

Non- Food Consumption Expenditures		Majors			Total
		Management	Accounting	Development Economics	
Communication	Low	2 (5%)	2 (4%)	2 (7%)	6 (5%)
	Moderate	33 (90%)	52 (94%)	23 (86%)	109 (91%)
	High	2 (5%)	1 (2%)	2 (7%)	5 (4%)
Total		37 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about communication expenses by department, it can be seen in Figure 3. Figure 3 Communication Expenditure Graph by Department. Based on the graph above,

it shows each expenditure category for student communication by major. For low category communication expenditures, it shows that student expenses are equal. For the medium category, it shows that the expenses of accounting students are higher than that of management and development economics. For the high category, it shows that the expenses of accounting students are lower than that of management and development economics.

**Table 15 Crosstab Cost of Supporting Lecture by Subject**

Non- Food Consumption Expenditures		Majors			Total
		Management	Accounting	Development Economics	
Cost of Supporting Lecture	Low	1 (3%)	3 (5%)	3 (11%)	7 (6%)
	Moderate	30 (81%)	49 (90%)	21 (78%)	101 (84%)
	High	6 (16%)	3 (5%)	3 (11%)	12 (10%)
Total		37 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about the expenses for tuition support based on majors, it can be seen in Figure 4 below.

Figure 4 Graph Expenditure Cost Supporting Lecture by Subject

Based on the graph above, it shows each student's tuition support expenses based on the major. For expenditure the cost of supporting college katageori low, student management have spending much lower compared to accounting students and economic development. Meanwhile, for the medium category of tuition support expenses, accounting students have higher expenses than management and development economics students and for high-category tuition support expenses, management students have higher expenses compared to accounting and development economics students.

**Table 16 Entertainment Expenditure by Department**

Non- Food Consumption Expenditures		Majors			Total
		Management	Accountants i	Development Economics	
Entertainment	Low	1 (3%)	2 (4%)	1 (4%)	4 (3%)
	Moderate	30 (81%)	49 (89%)	24 (89%)	103 (86%)
	High	6 (16%)	4 (7%)	2 (7%)	13 (11%)
Total		37 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about entertainment expenditure by major, it can be seen in Figure 5. Figure 5 Graph of Entertainment Expenditure by Department

Based on the graph above, show each student entertainment expenditure by major. For low category entertainment expenses, accounting students have a bigger expense than management and development economics students. For expenditure entertainment medium category, students of accounting has accumulated more substantial than the students of management and economic development. For the high category of entertainment expenditure , management students have a greater expenditure than students majoring in accounting and development economics .

**Table 17 Fashion Expenditures by Department**

Non- Food Consumption Expenditures		Majors			Total
		Management	Accounting	Development Economics	
Fashion	Low	1 (3%)	2 (4%)	1 (7%)	4 (3%)
	Moderate	32 (86%)	51 (93%)	24 (89%)	108 (90%)
	High	4 (11%)	2 (4%)	2 (4%)	8 (7%)
Total		38 (100%)	55 (100%)	27 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about entertainment expenditure by department, it can be seen in Figure 6  
Figure 6 Graph of *Fasihon* Expenditures by Department

Based on the graph above, it shows each student's *fashion* expenditure by major. For low-category *fashion* expenditures , accounting students have a greater expenditure than management and development economics students. For spending *the fashion* category of medium, student accounting has spending more substantial than the students of management and economic development. For the high category of *fashion* expenditures , management students have a greater expense than students majoring in accounting and development economics .

**Table 18 Crosstab of Food with Class Years of College**

Food Consumption Expenditures		Class of College Years				Total
		2016	2017	2018	2019	
Food	Low	5 (20%)	4 (15%)	3 (11%)	9 (23%)	21 (17.5%)
	Moderate	18 (72%)	20 (74%)	22 (79%)	30 (75%)	90 (75%)
	High	2 (20%)	3 (11%)	3 (11%)	1 (3%)	9 (7.5%)
Total		25 (100%)	27 (100%)	28 (100%)	40 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses based on the class year of college, it can be seen in Figure 7.

Figure 7 Graph of Food Expenditure by Class of College Year

Based on the graph above, it shows each student's food expenditure based on the class year of college. Based on the study year class of transportation expenditures for the low category, class 2018 students are students who have the least expenditure in the low category, then the next order is students 2017, 2018 and 2019. For the medium category, class 2016 students are the generation that has the least expenditure. , then there are students in class 2017, 2018 and 2019 who have higher expenditures . Meanwhile, in the high category , the 2019 class of student expenditure was the lowest , then 2016, 2017 and 2018 had higher expenditures .

**Table 19 Crosstab of Transportation with Class Years of Education**

Non- Food Consumption Expenditures		Class of College Years				Total
		2016	2017	2018	2019	
Transportation	Low	2 (8%)	3 (11%)	3 (11%)	5 (12.5%)	13 (11%)
	Moderate	22 (88%)	20 (74%)	18 (64%)	33 (82.5%)	93 (77%)
	High	1 (4%)	4 (15%)	7 (25%)	2 (5%)	14 (12%)
Total		25 (100%)	27 (100%)	28 (100%)	40 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by class year college, it can be seen in Figure 8. Figure 8 Graph of Transportation Expenditure by Class of Academic Year

Based on the graph above, it shows each student transportation expenditure based on the class year of college. Based on the study year class of transportation expenditure for the low category, class 2016 students are students who have the least expenditure category, then the next order is students 2017, 2018 and 2019. For the medium category, class 2018 students are the generation that has the least expenditure, then subsequently there was the student of class 2017, 2016 and 2019 which have higher spending. Meanwhile, in the high category, the 2016 class of student expenditure was the lowest, then 2017, 2019 and 2018 had higher expenditures

**Table 20 Crosstab of Communication with Class Years College**

Non- Food Consumption Expenditures		Class of College Years				Total
		2016	2017	2018	2019	
Communication	Low	1 (4%)	2 (7.5%)	1 (4%)	1 (2.5%)	5 (4%)
	Moderate	23 (92%)	23 (85%)	25 (89%)	38 (2.5%)	109 (91%)
	High	1 (4%)	2 (7.5%)	2 (7%)	1 (2.5%)	6 (5%)
Total		25 (100%)	27 (100%)	28 (100%)	40 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by class year college, it can be seen in Figure 9. Figure 9 Graph of Communication Expenditure Based on Class Years of College

Based on the graph above, it shows each student communication expenditure based on the class year of college. Based on years of college expenses force the transport to the high category, student class of 2018 are college students who have spending is the highest, then the order selanjutnya there are students in 2017, 2019 and 2016 have spending much lower. For the medium category, students force in 2019 is a force that has the highest spending more, then subsequently there was the student of 2017, 2016 and 2018 have lower expenses. Meanwhile, in the low category, the 2016 and 2018 class of student expenditures were the lowest, then 2016 and 2019 had higher expenditures.

**Table 21 Crosstab Cost of Supporting Subject to Force Year Lecture**

Non- Food Consumption Expenditures		Class of College Years				Total
		2016	2017	2018	2019	
Supporting Cost Study	Low	1 (20%)	2 (7.5%)	1 (4%)	3 (7.5%)	7 (6%)
	Moderate	19 (76%)	23 (85%)	23 (82%)	36 (90%)	101 (84%)
	High	5 (20%)	2 (7.5%)	4 (14%)	1 (2.5%)	12 (10%)
Total		25 (100%)	27 (100%)	28 (100%)	40 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by class year college, it can be seen in Figure 10. Figure 10 Graph of Tuition Support Expenditures by Class Force Based on the graph above, it shows the respective expenses for supporting costs student tuition based on the class year of college. Based on the generation of college expenses cost of supporting tuition for categories of high, student class of 2016 is the student who has the highest expenditure category, then order selanjurnya no students in 2018, 2017 and 2019 have lower expenses. For the medium category, students force in 2019 is a force that has the spending over the most high, then the next there is student class, 2017, 2018 and 2016. While the low category spending the 2016 generation students have higher pengeluaran then in 2017, 2018 and 2019.

**Table 22 Crosstab of Entertainment with Class Years of College**

Non- Food Consumption Expenditures		Class of College Years				Total
		2016	2017	2018	2019	
Entertainment	Low	1 (4%)	1 (4%)	1 (4%)	1 (2.5%)	4 (%)
	Moderate	19 (76%)	23 (85%)	23 (82%)	38 (95%)	103 (%)
	High	4 (16%)	3 (11%)	4 (14%)	1 (2.5%)	13 (%)
Total		25 (100%)	27 (100%)	28 (100%)	40 (100%)	120 (100%)

Source : Data Primary were processed, 2020

To clarify information about transportation expenses by class year college, it can be seen in Figure 11. Figure 11 Graph Theme Lecture By Force Study

Based on the graph above, it shows each student entertainment expenditure based on the class year of college. Based on the class year of college entertainment expenditure for the high category, students of class 2016 are students who have highest expenditure, then the order selanjurnya there are students in 2017, 2018 and 2019. For the category of being, students force in 2019 is a force that has more spending is the highest, then the next there is student class, 2017, 2016 and 2018. While in the category of low- spending students force 2016, 2017, 2018 and 2019 is the same.

**Income Discussion**

In the calculation, the overall income of students shows that there are 3 students who have high category income, 114 students have medium category income and 3 students have low income .

**Spending**

**Expenditures by Department**

Student consumption expenditures that have been previously described show that the average consumption expenditure of food and non- food in one month among students majoring in management, accounting and development economics is relatively the same. This shows that both management, accounting and development economics students have diverse needs .

There are various needs, due to the demands of the environment and student association. Not a few students are willing to spend money to do on things that actually diangkap less helpful. In non- food consumption expenditures, it was found that student consumption was higher for *fashion*, entertainment, transportation, communication and tuition support costs.

### **Expenditure Based on Force Study**

Expenditure consumption of the students by force study obtained data that the average spending student class of 2016 consumption is higher than force in 2016, 2017 and 2019 both food and non- food. In addition to income, the environment and student interactions also affect student consumption patterns. Students of 2016 class are considered as students who already know the environment and have wider associations than those of 2017, 2018 and 2019. The introduction of this environment and association is much influenced by the length of time that students stay in that environment.

Promiscuity also leads students to keep abreast of the times, because by following the development of the student is considered *trendy*. Student non- food consumption expenditures for class 2016, 2017, 2018 and 2019 are both high for *fashion*, entertainment, transportation, communication and further tuition support costs.

#### **a. Food Expenditures based on the College Force**

In this section, the average expenditure for food consumption will be described. Spending the food is already included expenditures for food by weight and a snack for one month.

From the calculation results, it was found that the expenditure for food for the 2018 college year students spent more than the 2016, 2017 and 2019 class.

#### **b. Transportation Expenditure Based on Class Years of Education**

This section describes the average non-food consumption expenditure of students in the transportation group. Expenditures for transportation can be divided into two, namely the expenditure for private vehicles as well as vehicle parking and expenditures for public which includes buses, motorcycles *online* and kerata fire for one month.

From the results of calculations found that the expenditure for the transport of students force in 2016, 2017, 2018 and 2019 are equally high for private vehicles, while the student generation in 2018 is a big allocated for expenditure of vehicles generally. The order of expenditure for private vehicles was greatest by students of class 2016, 2017 and 2019.

While expenditure consumption for vehicles commonly the most substantial is done by force, 2019. Public transport is usually used by students is a motorcycle *online* as a means of transportation to go to college. *Online* motorcycle taxis are chosen by some students who live far from campus and do not have private vehicles. However, some students who have a nearby residence or boarding house usually walk away.

#### **c. Expenditure Communications Based Force Study**

This section describes the average non-food consumption expenditure of the communication group students by class. Spending on communication that is expenditure which is used for SMS, telephone and cost the internet.

It was found that the expenditure for consumption of students from class 2019 was higher. Cost Internet for students used to look for reference when looking for a task when there is a task group and seek references thesis for students of levels end.

#### **d. Expenditure Cost of Supporting Lecture By Force Year Lecture**

In part this will be explained the amount of spending on average consumption of non- food student support group tuition fees by force in college. Expenditures for tuition support can be divided into two, namely expenses for *printing / photocopying* and purchasing stationery.

From the calculation results, it was found that the highest expenditure for tuition support was issued by the 2016 class. Students of 2016 class had higher expenses for *printing / photocopying* and had the lowest expenditure for purchasing stationery. This is because the 2016 class of students are students who are currently taking their final thesis. When working on a thesis, students often print the proposal or thesis they are working on, because every time their guidance gets revised from the supervisor. So that the 2016 generation students who are taking the thesis often scored thesis is repeated.

For students in 2017, 2018 and 2019, the costs for *printing / photocopying* were lower than in 2016 because they only printed a few lecture assignments.

Meanwhile, for the purchase of stationery spending most high is a student in 2018. As a student, needs supplies lecture is very diverse because menujang lecture them.

#### **e. Entertainment Expenditure Based on Class Years of Education**

This section will explain about the non-food consumption expenditure of the entertainment group students based on the class year. Expenditures for entertainment can be divided into five, namely spending on traveling, sports, watching movies, karaoke and hobbies. It was found that the four generations of students who had the greatest expenditure for traveling were the 2018 class .

While spending the sport, the movies and the biggest karaoke removed by force in 2016. For the class of 2018 and 2019 had spending the same for the hobby.

#### **f. Fashion Expenditures Based on Class Years of College**

This section will explain the total expenditure of the *fashion* group's non-student consumption average based on the class year of college. Expenditures for entertainment can be divided into six, namely spending on *skincare* purchases , medical expenses, buying clothes, buying bags, buying shoes and buying sandals.

From the calculation results, it was found that the expenditure on *fashion* for students of class 2016 was higher than that of class 2017, 2018 and 2019. Expenditures for pakian more big expelled by force in 2017 compared with 2016, 2018 and 2019. For the class of 2019 health expenditure is higher than the class of 2016, 2017 and 2018. As for expenditure bag purchase the most high-issued by the student generation, 2016. To purchase the shoes most 2019 students issued high prices and for the purchase of sandals the highest expenditure was issued by 2018 students.

#### **Student Expenditure Crosstab**

##### **Student Expenses by Department**

###### **a. Food Expenditure Crosstab by Department**

In the calculation results *crosstab* between the cost of food to the majors, found an average expenditure on food rose student management, accounting and economic development included in the category of medium.

###### **b. Crosstab of Transportation Expenditures by Department**

In the results of the *crosstab* calculation between transportation costs and majors, it was found that the average expenditure for transportation for both management, accounting and development economics students was in the medium category .

###### **c. Crosstab of Communication Expenditures by Major**

In the results of the *crosstab* calculation between communication costs and majors, it was found that the average expenditure for communication, both management, accounting and development economics students , was in the medium category. Many student activities cannot be separated from cellphones and *gadgets*. For example, to do college assignments, telephone, SMS and play social media .

###### **d. Crosstab Expenses Cost of Supporting Subject Based Programs**

In the calculation results *crosstab* between the cost of college with a major investigation, it was found that the average spending for the cost of supporting a good college student management, accounting and economic development entered into the category of being. Students more often buy or photocopy books to support lectures.

###### **e. Entertainment Expenditure Crosstab by Major**

In the results of the *crosstab* calculation between entertainment and majors, it was found that the average expenditure for entertainment, both management, accounting and development economics students, was in the medium category .

This is because students prefer to do things related to entertainment. For example, when there is free time, students often go to the *mall* or hang out to just *refresh* with their friends.

###### **f. Fashion Expenditure Crosstab by Major**

In the results of the *crosstab fashion* calculation with majors, it was found that the average expenditure for the *fashion* students of management, accounting and development economics was in the medium category .

Students pay more attention to their appearance to maintain their appearance, taking care for maximum results , they are willing to pay a lot.

#### **Spending Students Based on Force Lecture**

##### **a. Crosstab Spending Spot Based on Force Year Lecture**

In the calculation results of the eating *crosstab* with the college year class, the results show that the average student falls into the medium category .

In addition to spending non- food, spending on eating well does not lose its importance.

Spending eat adjusted with income that they receive.

#### **b. Crosstab of Transportation Expenditure Based on Class Years of College**

On the results of the calculation *crosstab* transportasi by force of study result showed that the average student in the category of being is because almost the entire students of the four forces are using a vehicle to go to college. Activities as a student are almost entirely the same, namely going to campus together every day not to mention if there are activities outside the campus, so the use of costs for transportation between students is the same.

#### **c. Crosstab Pengeluaran Communication Based on Force Study**

In the results of the *crosstab* calculation between communication with the class and it was found that the average student communication expenditure was in the medium category. For the medium category, the expenditure for class 2019 students is higher than that of other batches.

#### **d. Crosstab Expenses Cost of Supporting Lecture By Force Year Lecture**

In the calculation results *crosstab* between the cost of supporting college tuition by force and found that the average expenditure cost of supporting college students enter into the category of being.

As for the category of being present most is the student of 2019. This is due to the student of 2019 was the beginning of their college so many purposes for the college that they buy.

#### **e. Entertainment Expenditure Crosstab by Class Years of College**

In the results of the *crosstab* calculation between entertainment and college students, it is found that the average student entertainment expenditure falls into the medium category. Even though the expenditures of four batches of students are in the moderate category, the calculation results show that 2019 class students are students who have a large percentage of expenditure .

#### **f. Fashion Expenditure Crosstab by Class Years of College**

In the results of the *crosstab* calculation between *fashion* and college class, it was found that the average *fashion* expenditure of students was in the medium category. Meanwhile, the *fashion* expenditure for the high category is students of class 2016.

Class 2016 students include students who have wider relationships and have many friends compared to class 2017, 2018 and 2019, this affects the lifestyle of final year students. Apart from this, age also affects a person's *fashion* . Students of class 2017, 2018 and 2019 include late - year adolescents who are already aware of their appearance, so that their age and relationships require them to change compared to early generation students .

## **4. CONCLUSION**

Based on the results of the analysis that is done it can be drawn as follows:

1. Expenditure student food consumption STIE Mandala Jember by department management, accounting and economic development, spending the largest is the subject of management.
2. Non-food consumption expenditures for STIE Mandala Jember students majoring in management, accounting and development economics are for *fashion* (48%), entertainment (26%), transportation (11%), communication (8%) and tuition support costs equal (7%)
3. Non-food consumption based on the department between management, accounting and development economics . Student management, accounting and economic development have the same pattern that is greatest for spending *fashion* and smallest expenses for the cost of supporting college
4. Food consumption based on the college year class of STIE Mandala Jember students, the largest expenditure is the 2017 academic year class .
5. Non- food consumption based on class year of college:
  - a. Student consumption expenditure based on the academic year class has almost the same pattern . Students in each class has the greatest expenditure for *fashion* and the lowest for the cost of supporting college
  - b. Expenditure consumption of non- food to transportation which have a percentage of spending most major is a student army in 2018, then the order of the next student generation in 2016. 2019 and 2017
  - c. Expenditure consumption of non- food for communications that have a percentage of spending most major is a student army in 2019, then the order of the next student generation , 2017, 2018 and 2016

- d. Expenditure consumption of non- food for the cost of supporting college that has a percentage of the most substantial is a student in 2016, then the order of the next student generation in 2019, 2017 and 2018
- e. The highest percentage of non-food consumption expenditure for entertainment is students of class 2016 then the next sequence is batch 2018, 2019 and 2017
- f. The largest percentage of non-food consumption expenditure for *fashion* is students of class 2019, then the next sequence is batch 2017, 2016 and 2018

## 5. IMPLICATIONS

Based on the conclusions that have been described above, the implications of which was obtained by the research this is one of the factors dominant which affect the consumption of students. when the income of someone more substantial then the consumption that do will increase. So in this case the students need for allocation of revenues that good, so that the income earned can be used wisely and indeed issued for the purposes of that is necessary.

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