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# Building Interest in Buying Communities with Product Quality, Price, and Reference Groups

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**Abstract:** iPhone can now be said to have a distinctive brand image because it uses a distinctive information system. Marketing activities are closely related to the concept of product quality so that what consumers think and feel about a particular brand can make perceived benefits. This study aims to examine the effect of product quality, price, and reference group on the purchase interest of iPhone smartphones among students at Panca Marga University, Probolinggo. In this study using the causal-comparative method. Respondents in this study were students of Panca Marga University, Probolinggo. The questionnaire was distributed to 104 respondents. Sampling was done by purposive sampling technique. Based on the results of research using SPSS. Through the results of this research, it can be concluded that: Simultaneously Product Quality, Price, and Reference Group have a positive and significant effect on Purchase Interest for iPhone smartphones for Panca Marga Probolinggo University Students, Partially Product Quality, Price and Reference Group has a positive and significant effect on Purchase Interest of iPhone smartphones for Panca Marga Probolinggo University Students, and Product Quality has a dominant effect on Purchase Interest of iPhone smartphones for Panca Marga Probolinggo University Students.
**Keywords:** Price; Product Quality; Purchase Interest; Reference Group

## INTRODUCTION

The world of globalization in its development continues to change with the existence of technological advances. The advancement of the technology industry in the world also encourages economic and business development towards industries that depend on the technology that we most often encounter, namely smartphones. Every individual today needs and until there is a dependence in everyday life. Things that humans cannot do now can be done with a smartphone that is only in a hand and can be taken anywhere. Smartphones help in everything today starting from the very easy things from showing the way, storing files, making payments, and ordering food.

The description above can provide a meaning that in general, people buy smartphones to help and facilitate daily activities and also to get a prestige that will give satisfaction to the owner. The higher consumer demand for smartphone products has made smartphone manufacturers/vendors compete to create product lines that can meet consumer needs and at the same time attract consumers to buy their products.

Indonesia itself ranks fourth in the world to be the country with the most smartphone users with 183.68 million users or about 60 percent of the total population in 2020. According to the Statista Institute as a world statistics institute, Indonesia is one of the most sought-after markets globally for e-commerce, with major local players and global heavyweights fighting for this huge growing market and also estimates that smartphone users in Indonesia itself are estimated in 2025 to reach 89 percent of the total population in Indonesia. The Statista Institute is a business entity engaged in one of the world's most famous data and statistics portals (Riswan, 2022).

Apple is a company engaged in the field of hardware and software, including hardware made by the Apple iPhone. iPhone is the first smartphone made by Apple, which was launched in 2007. The iPhone tries to enter the market with a different concept, which can be seen from the aspect of price, and the quality of the product. iPhone can now be said to have a distinctive brand image because it uses a distinctive information system (Baihaqi, 2022)

Marketing activities are closely related to the concept of product quality so that what consumers think and feel about a particular brand can make perceived benefits. According to Kotler and Amstrong (2012) in Baihaqi (2022) product quality is one of the main means of marketing's main positioning. This is to the company's objectives where the products produced are acceptable and follow consumer needs and can satisfy consumers. In terms of what is offered, consumers will also be interested in buying a need seen from various considerations, namely both in terms of the products offered and the price set.

The price itself has a very important role because apart from a product having good quality, it is not uncommon for many consumers to also choose products based on the price worth it. According to Kotler and Armstrong in Baihaqi (2022), price is the amount of money charged for a good or service in exchange by consumers for the benefits that the product or service has. Apart from the price that can affect buying interest, there is one factor that encourages buying interest, namely the reference group. This reference group can be said in simple language, namely peers or a circle that exists in each individual. A person's behavior is influenced by many groups. A person's group consists of all groups that have a direct or indirect influence on a person's stance or behavior. A group is a group of people who live and interact with each other (Risal et al., 2021).

According to Risal et al. (2021), reference groups are groups whose perspectives and values are presumed and used by individuals (individuals) as the basis for their muthakir (current) behavior. So, reference groups are groups that individuals (individuals) use as a single guide for behavior in special situations. Meanwhile, according to Setiadi in Risal et al. (2021), Reference groups are aspects of the micro-social environment for consumers. Reference groups also involve one or more people who are used as a basis for comparison or reference points in forming affectionate and cognitive responses and expressing one's behavior.

The purpose of this research is: (1) To examine the effect of Product Quality, Price, and Reference Group simultaneously on Interest in Purchasing a Smartphone Iphone on Panca Marga Probolinggo University Students; (2) To examine the effect of Product Quality, Price, and Reference Group partially on Interest in Purchasing Iphone Smartphones at Panca Marga Probolinggo University Students; (3) To test the variables of Product Quality, Price, and Reference Group which have a dominant effect on Purchase Interest in iPhone Smartphones for Panca Marga Probolinggo University Students.

The formulation of the hypothesis in this study is:

H1 : It is suspected that there is an influence between product quality, price, and reference groups simultaneously on purchase interest.

H2 : It is suspected that there is an influence between product quality partially on purchase interest.

H3 : It is suspected that there is an influence between price partially on purchase interest.

H4 : It is suspected that there is an influence between the reference group partially on purchase interest.

H5 : It is suspected that there is an influence between product quality and dominantly on purchase interest.

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## METHODS

The research method used is the causal-comparative method (Causal-Comparative Research). Quantitative researchers see the relationship of variables to the object under study as more cause and effect (causal) so that the research has variables. Independent and dependent. From these variables, it is then sought how much influence the independent variable has on the dependent variable. This study analyzes the effect of product quality, price, and reference groups on purchase intention so that a systematic, factual, and accurate picture can be obtained to find problems and draw conclusions. With the research location at Panca Marga University Probolinggo.

In this study, the population was Panca Marga Probolinggo University students. For the sampling technique used is Nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling method uses purposive sampling, namely determining the sample based on certain criteria. The sample criteria set by researchers are students of the Faculty of Economics, Panca Marga University, Probolinggo. In this study, the number of samples used was 104 respondents.

The data collection techniques used in this study were interviews, questionnaires, and documentation. Data analysis techniques in this study are in the form of Validity and Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, Coefficient of Determination, F, and t Hypothesis Tests, and Dominant Tests. Using multiple regression analysis and determination because this is related to calculations to answer problem formulations, present data for each variable studied, and perform calculations for testing the hypothesis proposed using statistics, and in processing using the SPSS application.

This research has three variables that will be connected, this research also functions to explain and predict a symptom. Therefore, this study will explain the relationship between the variables studied and the extent to which they influence each other. This study will also look for the relationship between product quality, price, and reference groups on purchase intention. And finally, the coefficient of determination is to see how much influence the independent variable has on the dependent variable.

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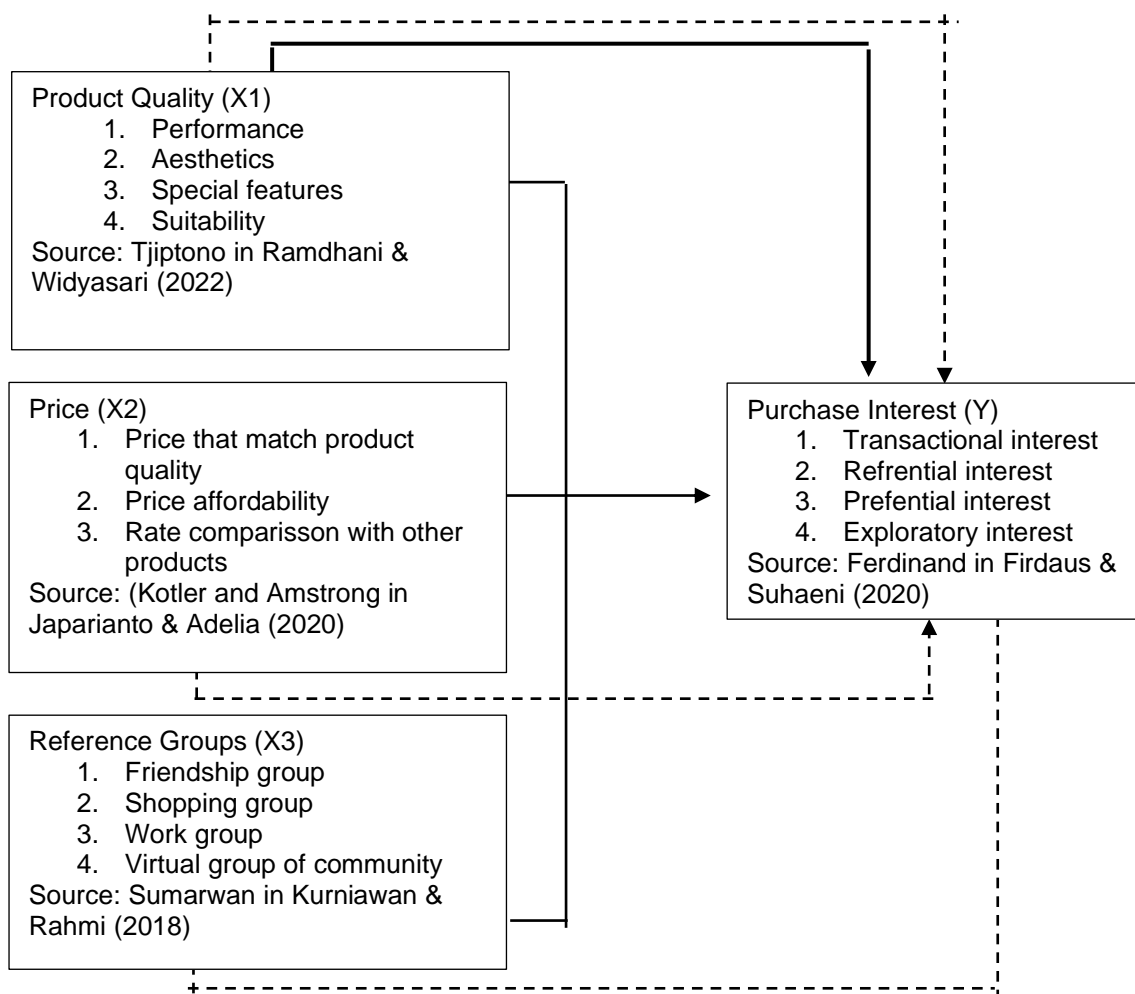


**Figure 1. Thinking Framework**
Source: Data processing, 2023

## RESULTS AND DISCUSSION

**Table 1. Characteristics of Research Respondents**

| Description | | Total | Percentage |
|---|---|---|---|
| Gender | Male | 36 | 34,6% |
| | Female | 68 | 65,4% |
| | 1 | 2 | 1,9% |
| | 3 | 11 | 10,6% |
| Semester | 5 | 24 | 23,1% |
| | 6 | 3 | 2,9% |
| | 7 | 59 | 56,7% |
| | 9 | 5 | 4,8% |
| | 18-25 years | 101 | 97,1% |
| Age | 26-30 years | 2 | 1,9% |
| | › 30 years | 1 | 1,0% |

Source: Data processing (2023)

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Table 1, in obtaining the data for this study, the authors took 104 respondents consisting of Panca Marga University Probolinggo students who are male and female with odd semesters 1-9.

**Table 2. Validity Test of Product Quality Variables**

| Question Items | r count | r table | Description |
|---|---|---|---|
| X1.1 | 0,462 | 0,162 | Validity |
| X1.2 | 0,653 | 0,162 | Validity |
| X1.3 | 0,630 | 0,162 | Validity |
| X1.4 | 0,548 | 0,162 | Validity |

Source: Data processing (2023)

**Table 3. Price Variable Validity Test**

| Question Items | r count | r table | Description |
|---|---|---|---|
| X2.1 | 0,491 | 0,162 | Validity |
| X2.2 | 0,455 | 0,162 | Validity |
| X2.3 | 0,457 | 0,162 | Validity |

Source: Data processing (2023)

**Table 4. Validity of Reference Group Variables**

| Question Items | r count | r table | Description |
|---|---|---|---|
| X3.1 | 0,798 | 0,162 | Validity |
| X3.2 | 0,826 | 0,162 | Validity |
| X3.3 | 0,852 | 0,162 | Validity |
| X3.4 | 0,661 | 0,162 | Validity |

Source: Data processing (2023)

**Table 5. Purchasing Interest Variable Validity Test**

| Question Items | r count | r table | Description |
|---|---|---|---|
| Y1 | 0,695 | 0,162 | Validity |
| Y2 | 0,690 | 0,162 | Validity |
| Y3 | 0,717 | 0,162 | Validity |
| Y4 | 0,582 | 0,162 | Validity |

Source: Data processing (2023)

Table 2-5, the validity test is carried out by comparing the calculated r-value with the r table for the degree of freedom (df) = n-2 and alpha = 0.1 or 10%, n is the number of samples. If the r count is greater than the r table and the value is positive then the question item or indicator is declared valid.

Based on the validity test table above, it can be seen that all question items in each research variable, namely: Product Quality (X1), Price (X2), Reference Group (X3), and Purchase Interest (Y) are in acceptance of validity based on r count> r table at the 0.1 significance level.

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### Table 6. Reliability Test of Variable Product Quality, Price, Reference Group, and Purchase Interest

| Variable | Cronbach's value Alpha | a | N of Items | Description |
|---|---|---|---|---|
| Product Quality (X1) | 0,808 | 0,60 | 4 | Reliability |
| Price (X2) | 0,688 | 0,60 | 3 | Reliability |
| Reference Groups (X3) | 0,914 | 0,60 | 4 | Reliability |
| Purchase Interest (Y) | 0,878 | 0,60 | 4 | Reliability |

Source: Data processing (2023)

Table 6 above shows the variables:
1) Product Quality (X1)          = 0,808 > 0,60
2) Price (X2)                    = 0,688> 0,60
3) Reference Groups (X3)         = 0,914 > 0,60
4) Purchase Interest (Y)         = 0,878 > 0,60

A variable is said to be reliable if it provides a Cronbach Alpha value> 0.60. And all research variables each have a value greater than 0.60, thus it can be concluded that the instrument items for each variable are reliable (Sugiyono, 2019)

### Classic Assumption Test
### Normality Test

This normality test uses the Kolmogorov-Smirnov test. If the coefficient Asymp. Sig. (2-tailed) coefficient is greater than 0.1 then the data can be said to be normally distributed.

### Table 7. Normality Test

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|---|---|---|
| N | | 104 |
| Normal Parameters[a,b] | Mean | .3687161 |
| | Std. Deviation | 1.99618525 |
| Most Extreme Differences | Absolute | .073 |
| | Positive | .073 |
| | Negative | -.058 |
| Test Statistic | | .073 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processing (2023)

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Based on Table 7 regarding the results of the normality test on the research variables obtained Asymp. Sig (2-tailed) 0.200 <0.1, so the variable can be said to be normally distributed.

**Multicollinearity Test**

Multicollinearity can be seen from the tolerance value and variance inflation factor (VIF). The cutoff value that is commonly used to indicate the presence of multicollinearity is a tolerance value> 0.10 or the same as the VIF value < 10.

**Table 8. Multicollinearity Test Results**

| Variable | Tolerance | *a* | VIF | *a* | Description |
|---|---|---|---|---|---|
| Product Quality (X1) | 0,675 | > 0,01 | 1, 481 | < 10 | Then there is no Multicollinearity |
| Price (X2) | 0,620 | > 0,01 | 1,612 | < 10 | |
| Reference Groups (X3) | 0,632 | > 0,01 | 1,582 | < 10 | |

Source: Data processing (2023)

Based on Table 8 above, it can be seen that the tolerance and VIF values of Product Quality, Price, and Reference Group show that the Tolerance value for each variable is greater than 0.01 and the VIF value is less than 10, which means that the regression equation model is free from multicollinearity.

**Heteroscedasticity Test**

The heteroscedasticity test can be done with the Glejser test. If none of the independent variables has a significant effect on the absolute value of the residual or the significance value is above 0.1, it does not contain symptoms of heteroscedasticity.

**Table 9. Heteroscedasticity Test Results**

| Variable | Sig. | | Description |
|---|---|---|---|
| Product Quality (X1) | 0,118 | > 01 | Then there is no Heteroscedasticity |
| Price (X2) | 0,222 | > 0,1 | |
| Reference Groups (X3) | 0,209 | > 0,1 | |

Source: Data processing (2023)

Based on Table 9 above, it can be seen that the Sig. value of the variables, namely Product Quality (X1), Price (X2), and Reference Group (X3) is 0.118; 0.222; 0.209 respectively. Sig value. > 0.1, which means that there is no influence between the independent variables on the absolute residual. Thus the model made in the study does not contain symptoms of heteroscedasticity.

**Autocorrelation Test**
    The autocorrelation test is used to see whether the model specifications used are correct or not. The test that can be done by knowing the autocorrelation test is the Durbin-Watson test.

**Table 10. Autocorrelation Test Results**

| dw | du | dw | 4 - du | Description |
|---|---|---|---|---|
| 2,118 | 1,740 | 2,118 | 2,260 | |
| 2,118 > 1,740 | | 2,118 < 2,260 | | Then there is no autocorrelation |

Source: Data processing (2023)

    Based on Table 10, it can be seen that the Durbin Watson (D-W) value is 2.118, this value when compared with the 5% significance table value, the number of samples 104 (n), and the number of independent variables (K = 3), the du value is 1.740. The D-W value of 2,118> 1,740 and the D-W value of 2,118 < (4-du) 4 - 1,740 = 2,260 can be concluded that it does not contain autocorrelation symptoms.

**Multiple Linear Regression Analysis Test**

**Table 11. Multiple Linear Regression Analysis Test**

| Model | Coeffisients[a] | | | | | | |
| | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| 1 (Constant) | 4.115 | 1.098 | | 3.747 | .000 | | |
| Quality Product (X1) | .464 | .075 | .474 | 6.151 | .000 | .675 | 1.481 |
| Price (X2) | .240 | .102 | .190 | 2.362 | .020 | .620 | 1.612 |
| Reference Groups (X3) | .180 | .055 | .263 | 3.305 | .001 | .632 | 1.582 |
| a. Dependent Variable: Interest Purchase (Y) | | | | | | | |

Source: Data processing (2023)

    From Table 11 above, the regression equation for the variables of product quality, price, and reference group on purchase intention is obtained as follows:

$$Y = 4,115 + 0,464X1 + 0,240X2 + 0,180X3$$

    From this equation, it can be seen that all independent variables (product quality, price, and reference group) have a positive effect on purchasing decisions. Based on the equation, it can be seen that the most influential independent variable is the product quality variable with a coefficient of 0.464, followed by the price variable with a coefficient of 0.240, and the reference group variable with a coefficient of 0.180.

**Test Coefficient of Determination**
    The coefficient of determination ($R^2$) is used to measure how far the model's ability is or to measure the percentage in explaining the variation in the dependent variable (Y).

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**Table 12. Coefficient of Determination Test**

| | | Model Summary[b] | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .774[a] | .600 | .588 | 1.962 | 2.118 |

a. Predictors: (Constant), Reference Groups (X3), Quality Product (X1), Price (X2)
b. Dependent Variable: Interest Purchase (Y)

Source: Data processing (2023)

Table 12 above, explains the coefficient of determination (R Square) value of 0.600. This shows that the ability to explain the independent variable on the dependent variable is 60% while the remaining 40% is explained by other variables that are not included in this research model.

## Hypothesis testing
### F-Test

The F test is used to indicate whether the dependent variable (Y) is linearly related to the independent variables (X1, X2, and X3) or to determine how much influence the independent variables (X1, X2, and X3) have together or simultaneously on the dependent variable (Y).

**Table 13. F-test**

| | | | Model Summary[b] | | | |
|---|---|---|---|---|---|---|
| Model | | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | Regression | 576.432 | 3 | 192.144 | 49.919 | .000[b] |
| | Residual | 384.914 | 100 | 3.849 | | |
| | Total | 961.346 | 103 | | | |

a. Dependent Variable: Interest Purchase (Y)
b. Predictors: (Constant), Reference Groups (X3), Quality Product (X1), Price (X2)

Source: Data processing (2023)

Based on Table 13, it is obtained that the significant value is 0.000 <0.1. Thus H1 is accepted where it is proposed in the study that, product quality variables (X1), price (X2), and reference groups (X3), simultaneously have a significant effect on the purchase intention variable (Y).

The t-test is to show how far the influence of one independent variable (X) individually/partially on the dependent variable (Y).

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**Table 14. t-Test**

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 4.115 | 1.098 | | 3.747 | .000 |
| | Quality Product (X1) | .464 | .075 | .474 | 6.151 | .000 |
| | Price (X2) | .240 | .102 | .190 | 2.362 | .020 |
| | Reference Groups (X3) | .180 | .055 | .263 | 3.305 | .001 |
| a. Dependent Variable: Interest Purchase (Y) | | | | | | |

Source: Data processing (2023)

It is known for the effect of the independent variable (X) on the dependent variable (Y) sig value <0.1 then H0 is rejected and Ha is accepted. Based on the table above, the calculation of the t-test analysis is as follows:

1) The effect of X1 on Y with a sig. value of 0.000 <0.1 and count 6.151> $t_{table}$ 1.660 then H0 is rejected and Ha is accepted, which means that product quality (X1) has a significant effect on purchase interest (Y).
2) The effect of X2 on Y with a sig. value of 0.020 <0.1 and count 2.362> $t_{table}$ 1.660 then H0 is rejected and Ha is rejected, which means that price (X2) has a significant effect on purchase interest (Y).
3) The effect of X3 on Y with a sig. value of 0.001 <0.1 and count 3.305> $t_{table}$ 1.660 then H0 is rejected and Ha is accepted, which means that the reference group (X1) has a significant effect on purchase interest (Y).

**Dominant Test**

To find out which independent variable has the most dominant influence on the dependent variable, it can be seen from the largest standardized coefficient beta number of the variable under study.

**Table 15. Dominant Test**

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5.911 | 1.111 | | 5.322 | .000 |
| | Quality Product (X1) | .687 | .069 | .700 | 9.912 | .000 |
| 2 | (Constant) | 5.144 | 1.031 | | 4.991 | .000 |
| | Quality Product (X1) | .522 | .073 | .533 | 7.156 | .000 |
| | Reference Groups (X3) | .232 | .051 | .339 | 4.550 | .000 |
| 3 | (Constant) | 4.115 | 1.098 | | 3.747 | .000 |
| | Quality Product (X1) | .464 | .075 | .474 | 6.151 | .000 |
| | Price (X2) | .180 | .055 | .263 | 3.305 | .001 |
| | Reference Groups (X3) | .240 | .102 | .190 | 2.362 | .020 |
| a. Dependent Variable: Interest Purchase (Y) | | | | | | |

Source: Data processing (2023)

Based on Table 15, the dependent variable can be seen from the largest standardized coefficient beta number of the variables studied, and the largest is (0.700; 0.533; and 0.474) which means that Product Quality (X1) has the dominant effect.

**The Effect of Product Quality, Price, and Reference Groups Simultaneously on Purchase Interest**

Based on the results of the F test in Figure 7 presented from the SPSS processing that has been presented for the hypothesis, it is found that the significant value is 0.000 <0.1. Thus H1 is accepted where it is proposed in the study that, the variable product quality (X1), price (X2), and reference group (X3), simultaneously have a significant effect on the purchase interest variable (Y). The results of this study are in line with the theoretical and empirical studies that have been conducted by previous researchers. This is also reinforced by the findings of Usman & Aryani's research (2019) which found that price and brand image can contribute greatly to increasing consumer buying interest.

**The Effect of Product Quality Partially on Purchase Interest**

Based on the t-test results in Figure 8 presented from the SPSS processing that has been presented for the hypothesis, the results for the Product Quality variable have a significance value of 0.000 less than α = 0.1, which indicates that the Product Quality variable has a significant effect on purchase intention. In the formulation of the hypothesis, namely with a sig. value of 0.000 <0.1 and count 6.151> $t_{table}$ 1.660, H0 is rejected and Ha is accepted, which means that product quality (X1) has a significant effect on interest in purchasing an iPhone smartphone for Panca Marga Probolinggo University students (Y).

The results of this study are in line with research conducted by Firdaus et al. (2020) which states that product quality affects consumer buying interest. The results of this study are in line with the research of Powa & Lapian (2018) which reveals that product quality has a significant effect on consumer buying interest.

**Partial Effect of Price on Purchase Interest**

Based on the t-test results in Figure 8 presented from the SPSS processing that has been presented for the hypothesis, the results for the Price variable have a significance value of 0.020 less than α = 0.1, which indicates that the Price variable has a significant effect on purchase intention. In the formulation of the hypothesis, namely with the sig value of the account (2.362)> table (1.660), H0 is rejected and Ha is accepted, which means that price (X2) has a significant effect on purchase interest (Y).

The results of this study are in line with theoretical and empirical studies that have been conducted by previous researchers, for example, research Firdaus et al. (2020) state that price affects consumer buying interest. These results are in line with the research Harfa et al. (2019) which states that price affects consumer buying interest. Likewise, research conducted by Alexando et al. (2022) found that price has a significant effect on consumer buying interest.

**Partial Influence of Reference Group on Purchase Interest**

Based on the t-test results in Figure 8 presented from the SPSS processing that has been presented for the hypothesis, the results for the Product Quality variable have a significance value of 0.001 less than α = 0.1, which indicates that the Reference Group variable has a significant effect on purchase interest. In the formulation of the hypothesis, namely with the sig value of the count (3.305)> table (1.660), H0 is rejected and Ha is accepted, which means that price (X3) has a significant effect on purchase interest (Y).

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The results of this study are in line with theoretical and empirical studies that have been conducted by previous researchers, for example, research (Ahuja and Sahni, 2018) in research states that the invaluable insights that exist in the mindset of adolescents, offering new avenues for oriented marketing, adolescents have implications for marketers, policymakers, business strategists, academics and researchers affect buying interest. Gillani in Sandala et al. (2021) in research shows that the important relationship between two important factors (friend pressure and store atmosphere) has a major influence on consumer purchasing interest. This is evidenced by which states that there is a direct and significant influence between reference groups on purchasing interest.

**The Effect of Product Quality Dominantly on Purchase Interest**

Based on the dominant test results in Figure 9 presented from the SPSS processing that has been presented for the hypothesis, the dependent variable can be seen from the largest standardized coefficient beta number of the variables studied, and the largest is (0.700; 0.533; and 0.474) which means that Product Quality (X1) has the dominant effect.

The results of this study are in line with theoretical and empirical studies that have been conducted by previous researchers, for example, according to Irawan (2020), which reveal that buying interest is a perception obtained from the learning and thinking process of a product. According to Ati et al. (2020) in their journal, it is revealed that buying interest is a consumer's desire for a product that arises from the results of consumer observations of the product. Likewise, research conducted by (Fitria Isnaini 2015) that product quality variables influence buying interest.

## CONCLUSION

Based on the results of the discussion, it can be concluded that: Simultaneously Product Quality, Price, and Reference Group have a positive and significant effect on Purchase Interest for iPhone smartphones for Panca Marga Probolinggo University Students, Partially Product Quality, Price and Reference Group has a positive and significant effect on Purchase Interest of iPhone smartphones for Panca Marga Probolinggo University Students, and Product Quality has a dominant effect on Purchase Interest of iPhone smartphones for Panca Marga Probolinggo University Students.

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