IS BANDUNG WIFI JUARA PROGRAM SUCCESS?

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Abstract

The purpose of this study was to determine the public perception of Bandung Juara Wifi program 2013-2015. In this research, there are attributes Bandung Juara Wifi used to determine the public perception that consists of Internet access services, internet access tool, the cost of internet access, internet access time and service packs. The sampling technique used in this research is purposive sampling so as to produce the 400 respondents who answered the questionnaire. This research data analysis technique is univariate data analysis techniques. The results of this study stated that overall public perception of the Bandung Juara Wifi is good. But needs to be improved on one attribute, namely, the services pack by improving the speed and stability of the Internet that are owned by Bandung Juara Wifi.

Keywords: Wifi, Bandung Juara, Community Perception

1. INTRODUCTION

The Growth of technology today is very growing, the utilization of technology used by most people in their daily activities. One of the technological developments that occur is the application of the concept of Smart City. Many big cities are planning and have implemented this Smart City concept. Bandung City has many Smart City programs that are applied (Nadapdap et al., 2016), one of them is Wifi Bandung Juara. Wifi Bandung Juara is a facility provided by the government of Bandung. In 2006, the data showed that internet users reached 20 million people and in 2015 internet users in Indonesia increased to 100 million people Normally, every government's program will certainly provide feedback from community, included their perception. This public perception will explain whether Wifi Bandung Juara program as one of the application of Smart City concept is either success or not. Wifi Bandung Juara placed in the city of Bandung is not wrong because the development of internet users in Indonesia is always increasing every year. This study aims to explore community perception toward Wifi Bandung Juara held by Bandung Government.

2. LITERATURE REVIEW

2.1 Perception

According to Slameto (2010), Perception is the entry process of information into human brain, then the environment affects the perception of person through the human senses. Meanwhile, based on Sangadji & Sopiah (2013) perception is a process occurs due to the sensation that feel of joy and the response of the receiving senses to the basic stimuli.

Furthermore, there is a process of perception from Hawkins & Mothersbaugh (2009) that perception is formed of exposure, attention and interpretation that will be accepted by the brain and become a memory that will form a perception of an object. Figure 1 explains the process of perception formation.
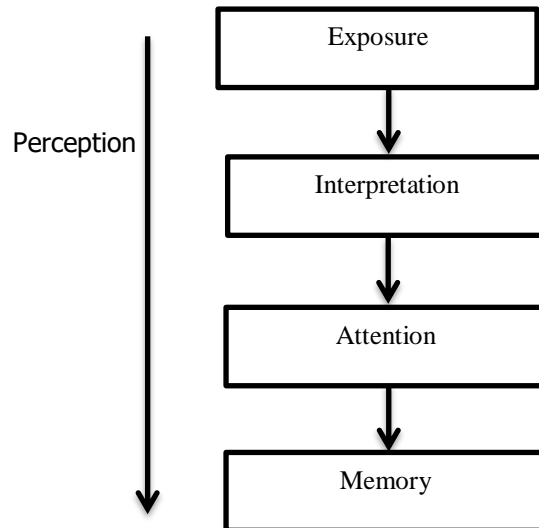
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                        ┌─────────────────────┐
                        │      Exposure       │
                        └─────────────────────┘
                                   │
                                   ▼
                        ┌─────────────────────┐
Perception              │   Interpretation    │
    │                   └─────────────────────┘
    │                              │
    │                              ▼
    │                   ┌─────────────────────┐
    │                   │     Attention       │
    │                   └─────────────────────┘
    │                              │
    │                              ▼
    │                   ┌─────────────────────┐
    ▼                   │      Memory         │
                        └─────────────────────┘
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Figure 1. Process of Perception formation

1) Exposure is received by our brains and does not gain great attention. The exposure usually gets some stimulus received by someone because usually someone will give more attention and get more stimulus when someone think that the required information is there. But people assume that exposure is information that will not help people in getting their goals.
2) Attention is a person's attention to an object that is considered to help achieving goals based on information that attracted the person's attention. This attention consists of stimulus, individual and situational characteristics.
3) The interpretation of an information need to be understood that goes into the brain of a person based on the stimulus received from the senses possessed by a person.
4) Memory is information that resides in a person's brain whether information has a long or short term. Usually the information coming from the exposure or exposure stage will have short-term memory, while the information that is attached to the attention of someone will tend to be stored longer and have long term in one's memory.
5) Perception is formed on the exposure, attention and interpretation of a person to the object by getting an information stored in memory or brain of a person both long and short term

Siddiqui & Cloud (2008) state that many studies are looking for a person's attitude towards a product. It is based on the simple premise that consumers evaluate the value of a product or service by combining a separate amount of given value with the existing attributes. In addition, research related to a product, must show the value that is analyzed on a product in the form of features or attributes that make or consumers will use the product. The consumer has a dependence on his/ her ability to make an assessment of the stimuli he/ she receives. The consumer's stimulus represents some combination of predetermined attributes or features of a product that would later decide whether to use it or not. Products of goods or service have different attributes.

Alamanda & Fitri (2014) also explain that there are 5 attributes on internet access selection, namely Internet Access Service, Internet Access Tool, Internet Access Fee, Internet Access Time and Service Package. Here is an explanation of the Wifi attribute:

1) Internet Access Services, means the provider provide internet access to public for to be used and to take it's benefit;
2) Internet Access Tool, means that the tools used by people to access the internet and to utilize the facilities provided government for community;
3) Internet Access Fee, means that every internet access has different cost. The cost of this internet access is free of charge.;
4) Internet Access Time, time that can be used when accessing internet until the specified time has expired. So that internet access users need to connect back again to re-use internet access;
5) Service Package, means the internet package owned by an internet access in the form of its features such as internet speed, internet stability and so forth.

2.2 Conceptual Framework

Based on the theoretical reviews and some previous studies that have been described, this study examines the public preference to Wifi Bandung Juara. Therefore, this research framework is described in Figure 2:
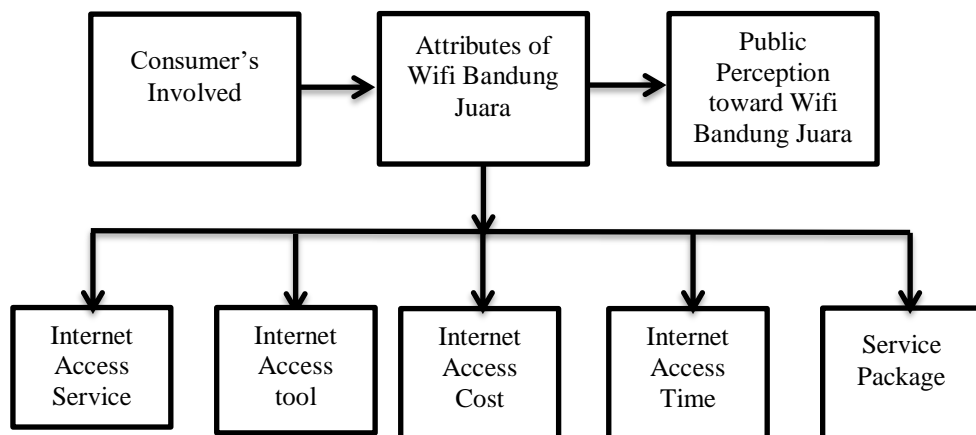

Figure 2. Conceptual Framework

3. RESEARCH METHODOLOGY

3.1 Research Stage

According to Creswell (2012), there are stages of research consisting of six stages, namely identify research problems, literature review, determining the purpose of research, Data collection, analysis and data interpretation and reporting and evaluation research as described in Figure 3 below:
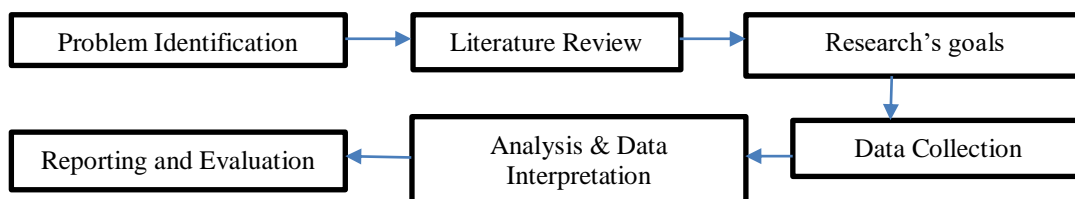

Figure 3. Research Stage

3.2 Population and Sample

This study adopted purposive sampling technique by selecting respondents who have information in accordance with the required and in accordance with the criteria desired by researchers. Because of the unknown population then for the determination of the number of respondents to be taken, researchers will use the Bernoulli formula.

Based on the number of unknown population using the level of accuracy (α) of 95% based on the normal distribution table value Z = 1.96, the error rate (e) of 5%, the population probability value not taken as sample (p) 0.5 and the probability value of the population taken as sample (q) of 0.5, the number of sampe minimum as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,05^2}$$

n = 384,16

Based on the calculation, the minimum sample size of respondents taken was 384 respondents. After performing a sample calculation using the Bernoulli formula, the researcher selected 400 respondents as the sample. The criteria used in this study for the sample are people who have used Wifi Bandung Champion, either male or female, and has a range of age under 18 years to over 30 years, and people who have a job or not.

Data analysis technique used in this research was univariate data analysis technique. The result could give an idea of how public opinion of Wifi Bandung Juara. This univariate data analysis is an analysis of one type of variable. Therefore, this type of analysis is conducted for research type descriptive research using descriptive statistics and presentation of data in this study in the form of tables, charts and continuum lines. By using Likert scale, the scale of research measurement used to determine perceptions, opinions and behavior of a person or group of objects. Research with Likert scale strongly agree (score 5), agree (score 4), hesitate (score 3), disagree (score 2) and strongly disagree (score 1).

4. RESULT AND DISCUSSION

In this research questionnaire there is a screening question to get the data whether the respondent knows the object of this study or not. The data are shown in Table 1. There were data of 340 respondents that know the existence of Wifi Bandung Juara as the object of this study or equal 85% and there are 60 respondents who do not know the existence of Wifi Bandung Juara as the object of this study or equivalent 15%.

Table 1 Respondent Profile

Knowing Wifi Bandung Juara	Respondent's Answer	Percentage
Yes	340	85%
No	60	15%
Total	400	100%

There are attributes of Wifi Bandung Juara which consists of such as Internet Access Service, Internet Access Tool, Cost For Internet Access, Internet Access Time and Service

Package which have assessment based on questionnaire in this research which is presented in continuum line in Figure 3,4,5,6 and 7 of the following:
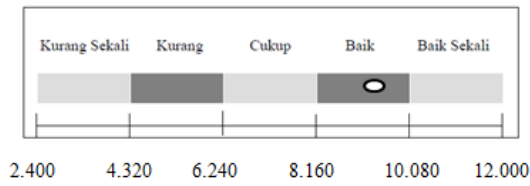

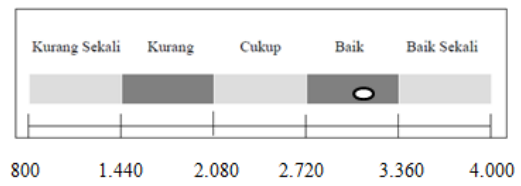Figure 4. Continuum Line of Internet Access Services

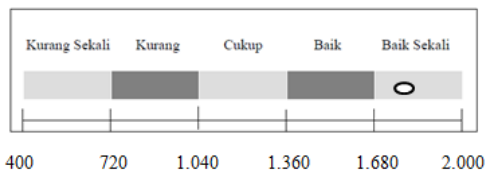Figure 5. Continuum Line of Internet Access Tool

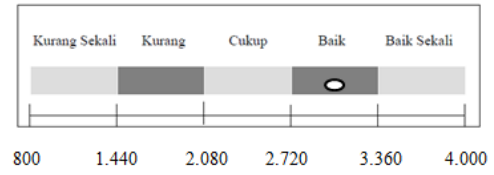Figure 6. Continuum Line of Cost for internet Access

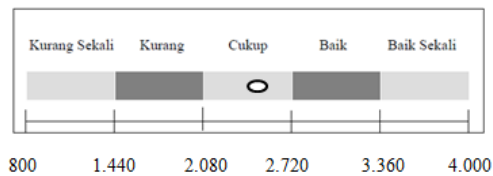Figure 7. Continuum Line of Internet Access

Figure 8. Continuum Line of Service Package

This internet access service attribute has a total score of 9,121. Figure 4 shows that the public perception of internet access services owned by Wifi Bandung Juara is good. Because the total score owned attribute internet access services are at intervals of 8,160 - 10,080. The internet access tool attribute has a total score of 2,912. Figure 5 shows that the public perception of internet access tools owned by Wifi Bandung Juara is good. Because the total score owned by internet access point attribute is at interval 2,720 - 3,360

1) The internet access cost attribute has a total score of 1,748. Figure 8 shows that the public perception of internet access cost is very good. The total scores of internet access cost attribute is at intervals of 1,680 - 2,000.

2) The internet access time attribute has a total score of 2,843. Figure 8 shows that the public perception of internet access time is very good. The total score of internet access time attribute is at interval 2,720 - 3,360.

3) The service pack attribute has a total score of 2,651. Figure 8 shows that the public perception of service package is quite good. The total score that the service pack attribute is at intervals of 2,080-2,720.

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the results, it can be concluded that the public perception of Wifi Bandung program Juara consists of five attributes and produce positive perception. For attribute Wifi

service package, people have a pretty good perception. But for attribute internet access service, internet access tool and internet access time, society have good perception and for attribute Wifi Bandung Juara of internet access cost, society have very good perception

5.2 Recommendation

For Government of Bandung who give Wifi Bandung Juara in cooperation with PT. Telekomunikasi Indonesia, it is expected to improve its service package. Because based on the research results, the service pack is still said to be quite good both speed and stability of the internet. Therefore, to make the service package to be good, it needs to do some improvements such as increasing internet speed, and also internet stability that need to be maintained.

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