



The Effectiveness Quality Of Information Systems And City Walk Concepts Toward City Branding

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ABSTRACT

This research is conducted in Indonesia, precisely in Tegal City as an object that is currently increasing its regional competitiveness. Tegal City is a small city located on the north coast as an autonomous region with limited natural resources. The efforts made by Tegal city government to become a city branding to compete with the surrounding area are a formidable challenge. The local government of Tegal City which already has a branding with the distinctive language of the Ngapak-ngapak Tegal and favors tourism on the north coast. Quality and reliable Information System Technology is easily accessible by the people of Tegal City and other areas, as well as the governance of Tegal City as a destination as an important variable to be researched. The sample used in this study was 100 users of Tegal city government information system and visitors to Tegal city walk who were determined by random sampling. The sampling technique used was accidental sampling by determining the characteristics according to the purpose of this study. Data collection techniques used in this study by providing a questionnaire containing written questions to be answered by respondents. The data from the questionnaire will be analyzed using multiple linear regression analysis techniques with the help of the SPSS 25 program. The results of the study from F Test the value of sig. is $\text{sig.} = 0.000 < \alpha = 0.05$ it can be concluded that there is an influence on the effectiveness of the Information System Quality and City Walk Concept in building the City of Tegal towards City Branding. The Determinants test concluded that the percentage contribution of the Information System Quality and City Walk Concept variables together to build Tegal City as City Branding is 54.3% and the remaining 45.7%

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1. INTRODUCTION

The competitive power of regions in Indonesia is still low, so that various regions seek to increase their competitiveness with the selling value of their regions through imaging efforts through branding. A brand or brand is a sign or symbol that gives the identity of a particular good or service

which can be in the form of words, pictures or a combination of both. Regional financial circulation as an autonomous region/city is important for increasing regional competitiveness so that its potential can be sold. Low competitiveness is usually caused by a lack of knowledge of investors and tourists about the potential of the area. City Branding is carried out by a city requiring a complex strategy in order to really benefit the region. City Branding is the idea of identifying, shaping and promoting a certain image of a city that makes the city good in the eyes of stakeholders, easy to remember, different from other cities and has a unique advantage.

Building a City Branding for a city is not an easy thing, it requires a strategic plan for the potential resources owned by the region. A transparent information system of an area will present all information that can be accessed and consumed by the community. The quality of information systems will help a city form a branding. A quality information system will assist local governments in providing fast and appropriate services to their people.

To become a city branding, it is necessary to provide a communication intermediary between the local government and the community, investors and other stakeholders. Provide a quality information system that is easily accessible by the public and other stakeholders.

2. RESEARCH METHOD

The method used in this research is to use a quantitative approach. The purpose of this study is to analyze how much Information System Quality and City Walk Concept are able to build the city of Tegal as a City Branding. This research method consists of several stages, namely:

- 1) Determine the object of this research
The object of this research is the City of Tegal
- 2) Determine the population in this study
The population in this study is the people of the city of Tegal who have criteria in this study. The sampling technique in this study was random sampling.
- 3) Determination of research samples
Because the exact number of the population is not known, the number of samples will be calculated by the Cochran formula:

$$n = \frac{z^2 pq}{e^2} \quad (1)$$

$$n = \frac{1,96^2(0,5)(0,5)}{(0,10^2)}$$

$$n = 96,04 = 100 \text{ Orang}$$

The sample used in this study was 100 respondents.

- 4) Determine the Sampling Technique
The sampling technique used was accidental sampling by determining the characteristics according to the purpose of this study.
- 5) Determine the data used in research
The data in this study are primary data taken directly from respondents through interview techniques and questionnaire techniques by distributing questionnaires containing written questions to be answered by respondents, namely people who have used information system services provided by the local government of Tegal and people who visit the square. and City Walk Tegal.
- 6) Research Analysis Tools

Answers from respondents as research data to be analyzed using multiple linear regression analysis techniques with the help of the SPSS 25 program.

3. RESULTS AND DISCUSSIONS

Results

a. Research overview

Tegal city with its northern coastal natural resources, must compete with the surrounding area which has more natural resources and has a high selling value. With digitalization, people get fast service. The effectiveness of the information system in providing services to the community faster and more precisely, without disturbing the activities of the community. Information about Tegal city can be accessed through websites made by Tegal city government and other local communities.

Information systems provided by Tegal city government to provide services include a) Jakwir Cetem, which is a facility that provides convenience to the public in managing population documents without having to go to the Tegal City Population and Civil Registration Office (Disdukcapil), 2) Lekolintang (Emergency Service) Online, Quick Come and Handle), namely innovation of hospital medical emergency services, 3) SIKOJA, namely road condition information systems, 4) Other service information systems, namely SIMDA, SIM, LPSE, SIAK, SIMOSS and Command Room.

The local government of Tegal city has made the city layout more beautiful and highly competitive. While maintaining the Dutch colonial heritage buildings, namely the Biro (Lawang Satus) building, the waterleideng building and the train station, they add a high aesthetic impression. The City Walk of Tegal City is the embodiment of culinary tourism design in Tegal City.

b. Research result

The final analysis of this research is multiple linear regression analysis, determinant coefficient, T test and F test with SPSS 25 program test tool.

1. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used as a tool to analyze the effect of two or more independent variables on the dependent variable to prove whether or not there is a functional relationship or causal relationship between two or more independent variables ($X_1, X_2, X_3, \dots, X_n$) and the dependent variable (Y).

Multiple Linear Regression Analysis is used to measure Information System Quality (X_1), and City Walk Concept (X_2) against City Branding (Y) can be seen in the following table:

Table 1. Results of Multiple Linear Regression Analysis X_1 and X_2 Against Y

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	2.348	1.008		2.328	.002
	InformSystem_Quality	.309	.106	.284	2.914	.004
	CityWalkk_Concept	.550	.160	1.072	3.442	.001

a. Dependent Variable: City_Branding

Based on the table.1 it can be found that the regression equations X_1 and X_2 against Y certify that the multiple regression equation is:

$$Y' = a + b1X1 + b2X2 \quad (2)$$

Constant value (a) can be read in the Constant row column B, which is 2,348. The value of the Information System Quality Coefficient (b1) is 0.309, and the City Walk Concept coefficient (b2) is 0.550. So from this value, the multiple linear regression equation of Information System Quality and City Walk Concept together for City Branding is as follows:

$$Y1 = 2.348 + 0.309X1 + 0.550x1 \quad (3)$$

After obtaining multiple regression equations (X1, and X2 against Y), the explanation of these equations is as follows:

- 1) A constant of 2,348 means that if Information System Quality, and City Walk Concept, then City Branding is worth 2,348
- 2) The regression coefficient for Information System Quality variable is 0.309, which cause an increase in City Branding
- 3) The regression coefficient for the City Walk concept variable is 0.550, which causes an increase in City Branding

2. T Test (Partial Test)

Partial Test (T test) to show how far the influence of the independent variables, namely Information System Quality and City Walk Concept individually on the dependent variable, namely City Branding. The significant level or probability is 5% or 0.05 can be seen in the following table:

Table.2 T Test Results (Partial Test)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	2.348	1.008		2.328	.002
	InformSystem_Qualit y	.309	.106	.284	2.914	.004
	CityWallk_Concept	.550	.160	1.072	3.442	.001

a. Dependent Variable: City_Branding

Based on the table. 2 T test table above, it can be interpreted that:

- a) By calculating the T test (pasrial) using SPSS 22 Information System Quality variables obtained T_{count} is greater than T_{table} that is $2.914 > 1.660$ and with obtained sig = $0.004 < = 0.05$ so that it can be concluded that the Information System Quality variable has an influence on building Tegal City as a City Branding
- b) By calculating the T test (partial) using SPSS 22 City Walk Concept variable obtained T_{count} is greater than T_{table} that is $3.442 > 1.660$ and with obtained sig = $0.001 < = 0.05$ so it can be concluded that the City Walk Concept variable has an influence on building Tegal city as a City Branding.

3. F Test (Simultaneous Test)

The F test is used to determine whether the Information System Quality variable, and the City Walk Concept variable together have a significant influence in building Tegal City as a City Branding.

Table. 3 F Test Results (Simultaneous Test)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	138.035	2	46.012	37.972	.000 ^b	
Residual	116.325	97	1.212			
Total	254.360	99				

a. Dependent Variable: City_Branding

b. Predictors: (Constant) InformSystem_Quality, CityWalkk_Concept

Based on the table.3 F Test above, obtained F_{count} is greater than F_{table} that is $37.972 > 3.098$ with the value of sig. is $sig.=0.000 < \alpha = 0.05$, which means H_0 is rejected, which means H_a is accepted. According to the results of the F test, the hypothesis obtained is that there is an effect of the effectiveness of the Information System Quality and City Walk Concept in building the city of Tegal as a "Proven or Accepted" City Branding.

So from the results of the F test, it can be concluded that there is an influence on the effectiveness of the Information System Quality and City Walk Concept in building the City of Tegal towards City Branding.

4) The Determinant Test

The determinant coefficient (R^2) is used to measure the best accuracy of how much influence the independent variable, namely Information System Quality and City Walk Concept, has on the dependent variable, namely City Branding. The coefficient of the determinant in this study can be seen in the table below :

Table 4. The Result of the Coefficient of Determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics F Change	df1	df2	Sig. F Change
1	.737 ^a	.543	.528	1.101	.543	37.972	2	97	.000

a. Predictors: (Constant), InformSystem_Quality, CityWalkk_Concept

b. Dependent Variable: City_Branding

From the Determination test table in the R Square column, the result is 0.543. The coefficient of determination equation can be calculated by the following formula:

$$P = r^2 \times 100\% \quad (4)$$

So it can be calculated the coefficient of determination of this study is

$$P = 0.737^2 \times 100\% = 0.543 \times 100\% = 54.3\%$$

And it can be concluded that the percentage contribution of the Information System Quality and City Walk Concept variables together to build Tegal City as City Branding is 54.3% and the remaining 45.7% is influenced by other factors not examined in this study.

Discussion

This study looks at an interesting phenomenon, the government of Tegal City is trying to create a branding of the city, with the limited area which is relatively small from the surrounding area and the limited potential of its natural resources to be marketed. Seeing the competition with the surrounding area, the government of Tegal City is trying to create a unique impression and high aesthetics. The discussion of the results of the Information System Quality and City Walk Concept research is with multiple regression equations (X1, and X2 against Y), the explanation of these equations is as follows:

- a) Constant of 2,348 means that if Information System Quality, and City Walk Concept then City Branding is worth 2,348
- b) Information System Quality variable regression coefficient of 0.309, it will cause an increase in City Branding. The results of the T test (pasrial) calculation using SPSS 22 Information System Quality variables obtained T count greater than T table, namely $2.914 > 1.660$ with a value of $\text{sig} = 0.004 < 0.05$ so that it can be concluded that the Information System Quality variable has an influence on building of Tegal. City as City Branding. The people of Tegal city are satisfied with the services of Tegal city government based on quality Information System Technology. Tegal city government must provide technology that is in accordance with the times in the digitalization era. The information system helps the city government provide fast and precise services without long queues. An easily accessible, transparent and accountable information system provides its own value for the branding of Tegal city. Information Technology innovation in a sustainable manner, Tegal city government involves elements of strategic management. The information technology used must reflect a systematic and strategic approach. The information system created by Tegal city government such as Jakwir Cetem is a facility that makes it easier for residents to manage population documents without having to come directly to the office of the population and civil registration office (Disdukcapil) of Tegal city. The Jakwir Cetem application can be downloaded from the Playstore via an Android phone. The Lekolintang information system (Online Emergency Service, Quick Come and Handle) is an emergency medical innovation from hospital hospitals in public health services. Other Tegal city government service applications that can be used by the public are SIMDA, SIM, LPSE, SIAK, SIMOSS and Command Room. Digitalization based Information System technology increases international competence so that the Tegal city government can maximize competitiveness by using the latest technology. (Kolasa, Papaj and Ziemba 2020) The research other, Important implications for practioners, IS project managers The need to assess the success of IS at the organizational level or both at the individual and organizational level as managers can have a more practical perspective in evaluating the success and effectiveness of IS from the organizational level as well. Findings in the field and the results of hypothesis testing are strong evidence of the relationship between service quality and accountability variables. This study also finds that good accountability in local government will encourage good transparency. Having better accountability, the organization will logically convey this information as a positive signal to the public. The reason could be that, in the case of local governments, government transparency is a tool to maintain legitimacy (Sofyani, Riyadh and Fahlevi 2020). (Visvizi, et al. 2021) Application in a Smart City Context While walking and walkability are concepts that are frequently used in academic and popular debate. it is important to think about their meaning. carefully to understand what exactly is at stake and how walking and walkability should be considered as imperatives in the city management and governance process. The breakthrough of ICT in the urban space, and the gradual transformation of the city into a smart city, make this understanding more relevant. Arguably, the range of ICT-enhanced services and applications that are available and can be implemented in smart cities have the potential to improve walking and walkability in smart cities. This may include, depending on the level of analysis, horizontally implemented systems such as city-managed traffic and traffic light control. The relationship between urban

transport modalities, elasticity of substitution, and hence, the decision to walk, rather than drive or take the bus, can be facilitated by smart city ICT-enhanced solutions, such as: public transport applications that suggest the best times and connections. ICT infrastructure includes internet connectivity in cities, free Wi-Fi connections on-site, ICT-enhanced traffic and emergency management systems, smart city applications, and the availability of publicly available devices to access information.

- c) The regression coefficient for the City Walk concept variable is 0.550, which causes an increase in City Branding. The results of the calculation of the T test (partial) using SPSS 22 City Walk Concept variable obtained that T count is greater than T table, namely $3.442 > 1.660$ with a value of $\text{sig} = 0.001 < 0.05$ so it can be concluded that the City Walk Concept variable builds the city of Tegal as City Branding. The Tegal city government changed Tegal city with a new face that made city branding not only beneficial for Tegal city but for the surrounding area. Changing the new face of Tegal city by combining modern and classic city designs. By maintaining the buildings of the Dutch colonial heritage and providing a touch of modern buildings and providing open spaces. The facilities strongly support the city's branding, namely the availability of city parks, places to relax, seats and street lights to provide comfort for the community or visitors. Provision of special facilities and places for traders so as to give the impression of a neat and clean city. For people who want to enjoy culinary tourism in Tegal city, they can enjoy it at the night market in Tegal city. To become a city branding, the governance of Tegal city is not only on the city walk which is in the center of the city, but changes to its coastal tourist destinations with the theme Song of the Sea.

The development of city walk governance and tourism has an impact on employment and reducing unemployment in the city, this will be a challenge for the local government of the city of Tegal in the future.

The findings of this study are supported by other studies that city branding is influenced by a series of higher-level factors that play a key role contribute to its success or failure. But not just one city branding strategy; However, what is important in the first step is a comprehensive understanding of the city's current image. The role of cultural activities in understanding differences and forming identities and the image of the city is quite large. Human development and increasing the level of education in the community can improve the image of the city and affect the success of the city brand. Another important step towards shaping the image of the city is targeted planning to hold important cultural or sporting events at the regional to international level or related to city branding goals. Thus, culture and public education policies play an important role in a successful process and as such, it is imperative to consider city branding as a public policy (Hereźniak 2017).

Digitalize our pedestrian network framework in relation to urban transformation to show how stakeholder agendas and intentions match the demands/needs of citizens/users. As a result, technological advances must be supported by methodological advances, which primarily increase the motivation of organizations and users. In this way, it serves as a delivery method for businesses to get closer to their end users. A new collaborative design process is needed, namely: adapted to the new social, technological and spatial contexts in which we live. Integrating Citizen Policies and Demands in Strategic Urban Planning through Participatory Collaboration. Taking into account the demands of residents regarding the pedestrian network obtained by analyzing semantic, temporal, and spatial patterns leads to process improvement of urban design and management. Cities must be able to combine policies with citizens' demands to develop more sustainable mobility projects with users, especially those who people with disabilities and different generational mindsets. The need to include projects in the digital systems used by the community is critical. This will allow the possibilities presented by this new technology to be described as "creating a new kind of reality, where" physical and digital settings, media, and interactions are woven together throughout everyday life (Jabbari and Ahmadi 2022).

City brand construction is complex and cannot be reduced to a classic element of brand business. The practical contribution of this research lies in finding positive implications of building and managing brand cities as strategic and important elements in modern cities. The importance of including city brands in government plans, the need to co-create a city brand with all stakeholders, especially with citizens, the choice and management of the right brand or brands for the same city, the measurement of other non-financial indicators of the impact of city brand management.

4. CONCLUSION

From the research entitled the effectiveness of the quality of the information system and the concept of city walk towards the Tegal city as city branding, it can be concluded that the Information System Quality variable, and the City Walk Concept variable affect the City Branding of the Tegal city. The ISQ variable is realized in the form of a digitalization-based Information System Technology that increases international competence so that the Tegal city government can maximize competitiveness by using new technology. To become a city branding, the governance of the Tegal city is not only on the city walk which is in the center of the city, but changes to its coastal tourist destinations with the theme Song of the Sea. The development of city walk governance and tourism has an impact on employment and reducing unemployment in the city, this will be a challenge for the local government of the Tegal city in the future.

In establishing city branding, the Tegal city is also influenced by factors such as regional culture, regional products, and language. The culture or traditions of the Tegal city area such as the Moci / drinking tea tradition, the earth alms tradition can be promoted as a characteristic of the Tegal city. Regional products such as salted eggs, Antor crackers, tea and Aci tofu can be used as souvenirs for visitors who come to the Tegal city and are part of the promotion of the Tegal city. The language of the people of the Tegal city with the Tegal dialect is the "Ngapak-ngapak" of the Tegal city which is famous throughout Indonesia.

For further research, it is expected to add cultural/traditional variables, regional products and language in forming city branding.

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