

ANALYSIS OF RESIDENT'S PERCEPTION ABOUT THE CITY'S IMAGE SEI RAMPAH

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ABSTRACT : City image is a mental picture captured by the senses and understood by each individual in the form of a unique impression and view of the city. Perception of the city influences the desire to settle in the city. Sei Rampah is the capital of Serdang Bedagai district which is traversed by the East Sumatra route. This city is a small city that has historical value and is currently undergoing urban development to improve the city's image. The perception assessment of the image of the city of Sei Rampah was carried out by distributing questionnaires regarding twenty-one dimensional aspects of the city's image. The aspects assessed consist of 4 variables, namely city facilities, recreation, security and public services. Of these 4 aspects, there are 21 instruments that form questionnaire questions for 100 respondents. The results of the respondent's assessments were searched for the average, then the trend of perception towards the image of the city in question was looked at. Of all the respondents who were residents who lived in the city of Sei Rampah, the highest score for the perception of the city's image was the indicator that got the highest average score, namely the availability of bank branches and post office, close to the capital city, and availability of public areas. The benefit of this research is to increase knowledge about the image dimensions of the city of Sei Rampah. The implication is the policy carried out by the regional government to support the image of the city of Sei Rampah.

KEYWORDS: Perception, City image, Resident, Service, Municipal Facilities

I. INTRODUCTION

The image of a city is formed from a mental picture of the city's identity that is captured by the senses and understood by each individual in the form of a distinctive or unique impression and view of the city. The image of the city is produced from various perceptions of city residents which are formed from an emotional relationship with the city, not only emphasizing the physical elements of the city that are built and visible [1]. The image of a city is important in planning city development programs in order to shape the city's identity and increase the attractiveness of the city [2]. City development is important to increase the interest of city residents to live. Sei Rampah City is the capital of Serdang Bedagai Regency which will be passed when crossing the East Sumatra route. This city was historically a spice producer and trading center during the Bedagai Kingdom, with a settlement center that developed along the Rampah River. Over time and the development of vehicles, the construction of service trade centers has shifted to follow the longitudinal structure of the road, although it remains close to the river boundary. The trade and service center in the city of Sei Rampah is characterized by the formation of shophouses with Peranakan Chinese and colonial architectural styles. However, unfortunately the condition of this shop house has been left neglected. Before the toll road was built, traffic jams were a problem in this city because of the small dimensions of the roads. The formation of the city's image by developing physical elements is carried out by the Serdang Bedagai Regional Government. The construction of the Great Mosque, city square, regional library and renovation of the Regent's office are efforts to create a new image for the city of Sei Rampah. City image is the perception and beliefs of residents which are reflected in the collection contained in memory [3]. Robbins state divides this into two forms of perception, namely negative and positive [4]. Developing a positive image not only helps increase a city's competitiveness but also strengthens local identity, which contributes to increasing the self-confidence of the city's residents [5]. According to Cassia city image is a multidimensional construction that can provide the public with a better perception of the city [6].

This research aims to find residents' perceptions about the image of the city of Sei Rampah. Non-physical aspects such as public perception and views are also a concern regarding the image reputation of the Sei Rampah city corridor. This research has the benefit of analyzing the image of the area which can be used to determine development directions that further strengthen the image of the capital, so that it becomes an attraction that has influence and benefits for the development of the city of Sei Rampah towards a city with a positive image in Indonesia.

II. THEOROTICALBACKGROUND

City image is a mental image that depends on perceptions of the city regarding the services and facilities provided by a city, and on more emotional and affective components [7]. Two main research streams can be identified regarding city image—one that focuses on external stakeholders, particularly tourists [8], and another that focuses on internal stakeholders, such as residents or local businesses [9]. The image of a city has real consequences for the attitudes and behavior of both residents and tourists [10]. Therefore, understanding the city's image is important for city governance and branding because it allows identification of the city's weaknesses and strengths.

There are many studies regarding perceptions of city image related to the subjectivity of city image dimensions. However, most of this research discusses it from the tourist perspective. Gilboa et al [10] summarized 39 studies examining city image dimensions published from 2001 to 2013 that relate to city image. The summary of this research produces 4 dimensional scales of city image, namely:

ItemScale

Factor 1 - City Facilities

- a. Good air quality
- b. Good lighting at night
- c. Great Public Transportation
- d. Friendly to Elderly
- e. Good Roads and Pedestrian Paths
- f. Ease of communication with the Government
- g. Area public
- h. Green Line

Factor II - Leisure/Recreation

- a. Entertainment Facilities
- b. Close to the capital
- c. Close to the toll road
- d. Recreational place for children/families

Factor III - Security

- a. Quiet place
- b. Safe place
- c. A place with low crime
- d. Not crowded/crowded

Factor IV – Public Services

- a. Bank branches/post offices available
- b. Shops and markets are available
- c. There are adequate health facilities available

III. METHODOLOGY

This research is descriptive quantitative research using data collection methods by distributing questionnaires. The selection of quantitative methods was used to measure the level of perception of Sei Rampah city residents regarding the city's image. Using the randomizer research method, 100 respondents will be selected who represent the population. Sample selection was carried out using the probability sampling method. Samples were selected randomly taking into account predetermined criteria. Respondents are residents who live in the city of Sei Rampah.

The list of questions consists of several parts, namely social demographic data such as age, gender, education, occupation, and length of stay in the Sei Rampah corridor area. From this list of questions, the relevance of viewpoints in conducting evaluations will be revealed. The second part contains respondents' evaluations regarding perceptions of the image of the city of Sei Rampah based on several aspects. The list of questions provided is based on research by Gilboa [10] and Cassia [12] regarding 18 city image instruments. Respondents will be asked several questions which will be assessed based on a Likert Scale which is divided into 5 scales, starting from disagree (value 1) to strongly agree (value 5). Respondents will be asked to circle only one assessment. In accordance with the research of Boone [13], processing the Likert scale to produce an average rating scale leads to an assessment that is described. The calculation of perceptions of city image indicators is based on a normal distribution obtained from the average value and standard deviation [14] (Table 1). The assessment scale is positive, negative perception according to Robbins [4].

Table 1. Assessment and Average Total Value

Assessment	Average Total Value
Very Negative	$1 \leq x < 1.8$
Negative	$1.8 \leq x < 2.6$
Neutral	$2.6 \leq x < 3.4$
Positive	$3.4 \leq x < 4.2$
Very Positive	$4.2 \leq x \leq 5$

IV. RESULT AND DISCUSSION

4.1 Respondent's Profile

There were 100 respondents who filled out the questionnaire, consisting of 53 women and 46 men. From the age range of respondents, 48% were 20-30 years old, then 44% were 30-50 years old, then 7% were under 20 years old, then the rest were over 50 years old. Of the respondents' occupations, as we can see in diagram 5.3, the majority of respondents' occupations are private/honorary workers at 37%, followed by civil servants at 22%, then followed by other worker sectors at 14%. 12% of respondents are self-employed, then 9% are students. The rest are traders and housewives. From the range of respondents' latest education diagram, the majority of respondents have a diploma/bachelor's degree at 52%, followed by high school graduates at 42%, then respondents have taken a master's degree, and the remainder are primary education graduates.

4.2 Measurement Validation

The statement given is based on research by Gilboa et al [10] and Cassia et al [13] regarding residents' perceptions of city image based on 4 factors, namely city facilities, recreation, security and city services. Before the data was processed, researchers carried out validity testing and reliability testing on the questionnaire. The results of the validity test show that the questionnaire is valid. Apart from that, the results of the reliability test on the city facilities indicator show an alpha value of $0.6 < x < 0.7$ so it is included in the quite good category, and shows an alpha value of $0.7 < x < 0.8$ so it is included in the good category.

4.3 Result

To see residents' perceptions of the image of the city of Sei Rampah, the average value of all respondents' assessments of each aspect was examined (Table 2). From residents' perceptions of aspects of Sei Rampah city facilities, neutral assessment conditions can be seen in the lighting indicators, elderly friendliness, road conditions, pedestrian conditions, and the availability of green areas. Meanwhile, indicators of air quality, transportation, communication with the government, and availability of public areas obtained positive perception results in the dimensions of city image assessment. The recreational aspect of the perception of the city's image, obtained positive results on the indicators of entertainment facilities and proximity to the capital city. The indicator of proximity to toll roads and recreation areas for children and families was given a neutral value by respondents. In the security aspect, residents assess the Sei Rampah city indicators as a calm city, and the low crime rate has neutral results. Safe indicators and uncrowded layouts gain positive perception. In the aspect of public services, residents feel a neutral perception regarding the availability of shops and health facilities, but a positive perception is given to the availability of bank branches/post offices.

The three indicators that received the highest average scores were the availability of bank branches and post

offices, proximity to the capital city, and the availability of public areas.

Table 2. Rating Scale of Sei Rampah's City Image Dimensions

Indicator	Rating Scale					MEAN	SD	Result
	1	2	3	4	5			
Municipal Facilities								
Air quality	5	12	29	38	16	3.48	1.058	Positive
Lighting Lamps	6	21	27	27	19	3.32	1.179	Neutral
Transportation	3	11	22	41	23	3.7	1.039	Positive
Senior Friendly	13	21	24	28	14	3.09	1.256	Neutral
Road	13	8	25	35	19	3.39	1.254	Neutral
Pedestrian	18	23	27	20	12	2.85	1.274	Neutral
Local Government Communications	4	22	20	31	13	3.47	1.184	Positive
Public Area	6	10	24	36	24	3.62	1.135	Positive
Green Area	11	13	21	39	16	3.36	1.218	Neutral
Recreation								
Entertainment Facilities	2	11	34	34	19	3.57	0.987	Positive
Close to the capital	2	4	10	46	38	4.14	0.899	Positive
Close to the toll road	16	20	28	25	11	2.95	1.242	Neutral
Recreational place for children and families	16	23	24	25	12	2.94	1.269	Neutral
Security								
Calm	9	12	27	35	17	3.39	1.171	Neutral
Safe	7	10	26	40	17	3.50	1.105	Positive
Low crime rate	4	16	31	36	13	3.38	1.032	Neutral
Not crowded/crowded	2	16	26	38	18	3.54	1.029	Positive
Public Service								
Bank branches/post offices available	2	4	10	46	38	4.14	0.899	Positive
Shop/market available	16	20	28	25	11	2.95	1.242	Neutral
Health facilities available	16	23	24	25	12	2.94	1.269	Neutral

V. CONCLUSION

The aim of this research is to determine the perception assessment of the image of the city of Sei Rampah by the residents of Sei Rampah. The results of this research are to increase knowledge [7]. Research on residents' perceptions of city image is relatively rare compared to tourists' perceptions of tourist destinations. In fact, residents' perceptions must be an important part of city development programs so that cities have value and memory. Good perception in the minds of city residents. Good perceptions also support residents' desire to remain in the city. Overall, the assessment of the city image dimension indicators carried out by residents gave positive and neutral results, there were no negative results. The three indicators that received the highest average scores were the availability of bank branches and post offices, proximity to the capital city, and the availability of public areas. The neutral perception results regarding several indicators are a note for researchers, because respondents do not have a decision on whether their perception is positive or negative. This impression becomes biased, and doubts appear, and the absence of a prominent perception. This is a statement as to whether there is no impression left on the image dimension indicators. Of the 21 indicators, respondents found 11 neutral assessments, while 10 received positive results. The findings of this research can contribute to enriching knowledge about city image assessment. The implications given for city planners, local governments and city marketers can consider aspects that need to be improved to improve the city's image. The indicators for

city facilities in Sei Rampah are indicators that need to be improved, such as pedestrian paths and being friendly to the elderly. The availability of family recreation is also felt to have an ordinary image. There needs to be increased facilities from the community and local government to improve the image of Sei Rampah city.

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