

PROCEEDINGS

The 2nd 2014 IBEA International Conference on Business, Economics and Accounting

The Cityview Hotel, Kowloon - Hong Kong, 26-28 March 2014



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 Tarumanagara University, Jakarta – Indonesia
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 Trisakti University –Indonesia

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 Mohd Rizal Muwazir
 Sakda Siriphattrasophon
 Surapol Svetsomboon
 Shellyana Junaedi

Ester Edwar
Olurankinse Felix
Surya Setyawan
Mehmet ERYİĞİT
Zhencun Liu

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Puput Mariatul Kibtiah
Trado Vansa Adraga
Vrizky Yolanda P. W.

Conference Schedule

THE 2nd IBEA INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND ACCOUNTING 26 – 28 March 2014

Day 1 : Wednesday, 26 March 2014

Time	Description	Room
15.00 – 17.00	Registration	
17.00 – 17.45	Social Gathering FOR UNIVERSITY REPRESENTATIVE ONLY	Crystal Ball Room
18.15 – 21.00	WELCOMING DINNER 1. Welcoming Speech from Conference Chair 2. Key Note Speech : Prof. Anetta Caplanova, Ph.D - University of Economics in Bratislava - Slovakia 3. A Few words from The Hosts 4. Cultural Performance	Crystal Ball Room

	5. Dinner	
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Day 2 : Thursday, 27 March 2014

Time	Description	Room
08.00 – 12.00	Parallel Session I 1. Economics 2. International Business 3. Finance and Accounting 4. Mix Issues 5. Marketing	CAAL I,II,III
12.00 – 13.15	Lunch	Diamond Room
13.15 – 16.15	Parallel Session II 1. Finance and Accounting 2. Mix Issues 3. Marketing 4. Human Resources Management 5. SMEs	CAAL I, II, III
16.15 – 16.30	Closing: 1. Best Paper Announcement 2. Closing Speech	

Day 3 : Friday, 28 March 2014

Time	Description	Room
08.00-17.00	HONG KONG TOUR Please be ready at The Cityview Hotel at 7.45 am	(Optional)

NOTE:

Please be informed to be on time due to a very limited time

Maximum time allocated for each presenter: 20 minutes including Q & A (questions and answers)

Track Schedule

THE 2nd IBEA INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND ACCOUNTING
CONFERENCE TRACKS: Thursday, 27 March 2014
Room :CAAL 1

Track I	ECONOMICS
	Session Chair : Muhammad Fakhri Husein
08.30-08.45	Ecological Sustainability Management: A Case Study Of Bangkok Tree House, Lodging Business In Thailand <i>Samart Plangpramool</i>
08.45-09.00	Technological Innovation And Environmental Policies Design <i>Anetta Caplanova</i>
09.00-09.15	Some Measures Of Location In Analysis Of Wages <i>Milan Terek, Jan Lisy, Eva Muchová and Nguyen Dinh He</i>
09.15-09.30	Efforts To Achieve An Inclusive Development And Growth In Indonesia: A Story From Jakarta <i>Husna Leila Yusran, Tulus Tambunan</i>
09.30-09.45	Analysis Of Muzakki's Understanding And Compliance

	<i>Tika Widiastuti</i>
	Session Chair : Asep Hermawan
09.45-10.00	The Comprehension Of Fishery Farm Entrepreneur In Issuing Zakah Fulfillment (Case Study: Farm Entrepreneur In Kalanganyar Sedati Sidoarjo) <i>Meri Indri Hapsari, Basroni Rizal Amrullah</i>
10.00-10.15	The Stability Of Islamic Banks In Indonesia <i>Muhammad Fakhri Husein</i>
10.15-10.30	Implementation Of Maqashid Al Sharia As A Model Of Economic Development Agriculture In East Java <i>Sri Herianingrum</i>
10.30 - 10.45	The Influence Of Export, Import, Foreign Reserve Currencies, Central Bank Rate Of Interest And Inflation Rate On IDR Exchange Rate To USD From January 2011 To December 2013, A Case From Indonesia <i>Siti Purnami Sunardyaningsih, Mia Laksmiwati</i>
TRACK II FINANCE AND ACCOUNTING	
	Session Chair: Mehmet ERYİĞİT
10.45-11.00	Motivation For CSR Practices: Evidence From Financial Services Industry <i>Mohd Rizal Muwazir, Noradilah Abdul Hadi</i>
11.00-11.15	The Impact Of Brand Value On Stock Price <i>Canan ERYİĞİT, Mehmet ERYİĞİT</i>
11.15-11.30	The Effect Of Cash Flow Uncertainty, Contributed Capital Mix, And Investment Opportunities To Dividend Policy On Indonesian Companies <i>Anita Roosmalina Matusin, Amalia Pamela</i>
11.30-11.45	Income Smoothing Phenomenon In Indonesia: Garbling Vs Signalling <i>Linda Ariany Mahastanti, Setha Octatiasari Pratiwi</i>
11.45-12.00	Assessment Of The Effectiveness Of External Control Institutions On Public Funds Management: Evidence From Ondo State Nigeria <i>Olurankinse Felix, Bayo Fatukasi</i>
12.00-13.30	LUNCH
	Session Chair : Mohd Rizal Muwazir
13.30-13.45	The Comparison Analysis Of Internet Financial Reporting Of Local Government In Indonesia By Using A Disclosure Index <i>Verawaty</i>
13.45-14.00	Income Smoothing Practices In Non Manufacturing Companies <i>Yusepaldo Pasharibu, Paskah Ika Nugroho and Lila Septia Adi Kusuma</i>
14.00-14.15	Impact Of LDR, IPR, ACA, NPL, IRR, and NOP Toward Indonesian National Private Commercial Banks' Cost-To-Income Ratio <i>Panca Omega Parlan, Ari Budi Kristanto, and Paskahlka Nuaraha</i>

14.15–14.30	Evaluation Of Students' Attitude Toward Environmental Accounting In Indonesia <i>Vrizky Yolanda P. W., Febrian Putra Kusuma</i>
	Session Chair : Paskah Ika Nugroho
14.30–14.45	Organizational Characteristic And Disclosure Practice Of Grand Expenditure On Indonesian Local Government Annual Report <i>Hapsari Oktaviana, Gustin Tanggulangan</i>
14.45–15.00	The Information System Control To Increase Regional Income In Bandung City <i>Elizabeth T. Manurung</i>
15.00–15.15	Comparison Of Financial Performance And Stock Price Before And After Ex - Dividend Listed Companies In Indonesia Stock Exchange <i>Dudi Rudianto</i>
15.15–15.30	Factors Affected To Transparency And Accountability In Vietnamese Public Sector Organizations <i>Pham QuangHuy</i>
	Session Chair: Olurankinse Felix
15.30–15.45	Macroeconomics And Banking Efficiency Variables In Indonesia <i>Endri, SetyaniDwiLestari</i>
15.45–16.00	Momentum Strategy In Indian Stock Futures Market: A Case Of Banking Sector <i>K. Srinivasan, Justin Babu and Rudra Prasanna Mahapatra</i>
16.00 – 16.15	The Impact Capital Structure on Agency Cost of Indonesian Listed Company <i>Anita Roosmalina, Riyan Adrian and Amalia Pamela</i>
– 17.00	CLOSING

CONFERENCE TRACKS: Thursday, 27 March 2014
Room : CAAL 2

Track III	INTERNATIONAL BUSINESS
	Session Chair : Asep Hermawan
08.30-08.45	Logistics Management For Natural Rubber Exporting From The Upper Southern Region Of Thailand To China <i>Pipat Leodvittayanon, Sakda Siriphattrasophon</i>
08.45-09.00	Business Life Cycle Of Biomass Power Generation Project: A Transformation From Customer Needs To System Solution <i>Udomsak Kaewsiri, Montri Wiboonrat</i>
09.00-09.15	Factors Analysis Of R9 Route For Logistics Goods From Thailand To China <i>Sirikul Phoothamngong, Montri Wiboonrat</i>
	Session Chair : Sakda Siriphattrasophon

09.15-09.30	Analysis Of The Impact Of Foreign Direct Investment On Social Development In Indonesia And Other Asean Countries <i>Wahyuningsih Santosa</i>
09.30-09.45	The Asean Economic Community: Impacts And Implications On Small And Medium Enterprises In Thailand <i>Sakda Siriphatrasophon, Kittipong Sirichot and Phornsiri Thivavarnvongs</i>
09.45-10.00	The Competitiveness Of Thailand's Poultry Industry <i>Warat Changsumlee, Sakda Siriphatrasophon</i>
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10.15-10.30	Factorial Analysis Of FDI From China Into Thailand <i>Onanong Pobwandee, Montri Wiboonrat</i>
TRACK IV	MIXED ISSUES
	Session Cair : Anis Gharbi
10.30-10.45	Improving The Academic Environment Through Computerized Optimization Tools: A Success Story At The Largest Gulf University <i>Anis Gharbi</i>
10.45-11.00	Corporate Social Responsibility (Csr) Disclosure In Banking Industry In Indonesia <i>Caroline Fernita, Eristia Lidia Paramita, Mitha Dwi Restuti And Paskah Ika Nugroho</i>
11.00-11.15	Information Technology Governance In Satya Wacana Christian University By Using COBIT Framework <i>Prihanto Ngesti Basuki, Elisabeth Penti Kurniawati And Paskah Ika Nugroho</i>
	Session Chair : Ester Edwar
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11.30-11.45	Electrical Consumption Model: Implementing A Cost Monitoring And Controlling Tool At King Ice Man <i>Surapol Svetsomboon and Gamon Savatsomboon</i>
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12.00-12.15	Analysis of Barriers in Environmental Supply Chain Management <i>Sanjay Jharkharia</i>
12.15-13.30	LUNCH

13.30-13.45	Improvement Of The Corporate Performance By Applying Corporate Governance With The Balanced Scorecard Method <i>MathiusTandiontong, Jimmy Auboerny</i>
TRACK V	HUMAN RESOURCES MANAGEMENT
	Session Chair : Antonius
13.45-14.00	Generation Y's Attitude And Motivation Towards The Service Learning: An Exploration Of International College Students <i>Thaksaorn Srisangkhajorn</i>
14.00-14.15	Does Organizational Justice Have Effect On Empowerment? A Study In Turkish Business Context <i>Kubilay ÖZYER, Öznur Azizoğlu, Mihriban CİNDİLOĞLU And Recep ERYİĞİT</i>
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	<i>Justine T Sirait, Adinda Putri Insyirani And Puput Mariatul Kibtiah</i>
-17.00	CLOSING

CONFERENCE TRACKS: Thursday, 27 March 2014
Room : CAAL 3

Track VI	MARKETING
	Session Chair : Shellyana Junaedi
08.30-08.45	The Use Of Integrated Marketing Communications In Rebranding Of Krungsri Bank <i>Yannasit Asawanilsri, Worawan Ongkrutraksa</i>
08.45-09.00	Influencer Marketing Of Lifestyle Products Via Instagram <i>Nirotha Chandee, Teerada Chongkolrattanaporn</i>
09.00-09.15	Building Company's Power And Image By Creating Private Brand <i>Kartika Imasari Tjiptodjojo, Surya Setyawan</i>
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09.30-09.45	The Branding Strategies Of Facebook By Thai Homestays <i>Passarin Phalitnonkiat, WuttipolKhirin</i>
09.45-10.00	The Relationship Of Self-Esteem, Recreational Shopper Identity And Compulsive Buying And Differentiation Analysis Based On Gender <i>Felicia Abednego</i>
	Session Chair : SURYA SETIAWAN
10.00-10.15	Effectiveness Of Digital Marketing For Burberry China <i>Zhencun Liu</i>
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10.45-11.00	The Role Of Sport Consumer's (Fans) Involvement, Self-Expression, Trust And Attachment With A Sport Team In Building Loyal Relationships <i>Feby Rahmawati</i>
11.00-11.15	Relationships Between Perception Of Authenticity, Experience Quality And Positive Behavioral Intentions Of Tourists: A Case Of Daraphirom Palace, Chiang Mai Province, Thailand <i>Thaina, Khwanchanok and Katawadee, Punthumadee</i>
11.15-11.30	Factors Affecting Success Of Thai Traditional Markets As Cultural Tourism Attractions: A Case Of Two Thai

	Traditional Markets In Chachoengsao Province, Thailand Tipawanna, Panipas and Katawadee, Punthumadee
	Session Chair : Asep Hermawan
11.30-11.45	Analysis Of Comparative Study Of Tourism Positional Excellence Between Bandung And Gili Trawangan, Lombok As An Implication Of Natural Resources And Distinctive Competence <i>Yusuf Osman Raihin</i>
11.45-12.00	Thai People's Attitude Towards Infographics And Texts As Means Of Communication For Social Campaigns <i>Tachapon Intaratayvee, Worawan Ongkrutraksa</i>
12.00 – 13.30	LUNCH
13.30–13.45	Integrated Marketing Communications Activities That Affect The Purchase Of Frozen Ready Meal <i>Jilmica Ueakoonwarawat</i>
13.45–14.00	Examining The Moderating Roles Of Ad Claim Type And Rhetorical Style In The Consumers' Brand Commitment <i>Danny Tengti Kao</i>
14.00–14.15	The Interpretation Plan For Heritage Tourism Promotion At Chiang Saen District, Chiang Rai <i>Ananda, Suprakarn and Disatapundhu, Suppakorn</i>
TRACK VII	SMEs
14.15–14.30	Gender And Entrepreneurship : Measuremen Personality Trait Of Women Entrepreneurs Using The Big Five Personality <i>Theresia Diah Widiastuti</i>
14.30–14.45	Creative Preneurship: Creation, Production, Distribution And Protection In Fine Art <i>Timbul Raharjo</i>
14.45–15.00	Cheating Detection: Using Prediction Equation (Regression Analysis) To Detect Ice Company's Unauthorized Production <i>Gamon Savatsomboon, Surapol Svetsomboon</i>
	Session Chair: Surapol Svetsomboon
15.00–15.15	Factors Affecting Business Performance The Small Medium Enterprises Of Batik Pekalongan Central Java, Indonesia <i>Naelati Tubastuvi, Sobrotul Imtikhanah</i>
15.15–15.30	The Impact Of Concept And Implication Of Taxes On Small And Medium Enterprises (SMEs) In South Sumatera <i>Yeni Widyanti</i>
15.30–15.45	Challenges Faced By Female Owned SMEs In The Creative Industry (A Case Study In Industrial Craft Weaving Songket Palembang) <i>Trisninawati</i>
15.45–16.00	The Practice Of Hotel Environment Management: A Case

	Study Of Small Hotels In Ubud Bali <i>Ida Bagus Made Wiyasha , I Nyoman Arcana</i>
16.00–16.15	Analysis On The Influence Of Studying Entrepreneurship For The Interest Of Entrepreneur College Students <i>Yolla Margaretha, Theo Gunawan</i>
17.00	

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THE IMPACT OF FREE WI-FI FACILITY TO CONSUMER'S FINANCIAL BEHAVIOR

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Abstract

This research describes the consumer's financial behavior when they are offered free Wi-Fi in public area such as restaurants, cafeterias and cafes. Advanced telecommunication technology such as tablets, smart phones and laptops makes communication becomes everyday needs for businessmen, workers, even students. Free Wi-Fi facility becomes important in downtown people busy life. We conduct 100 respondents who are visiting restaurant, cafeterias and cafes; along with using free Wi-Fi facility in Bandung to know their financial behavior. Initially, consumer's decision in choosing free Wi-Fi in public place may lower their expenditure, but this free facility may make consumer becomes higher than their thought. This description research shows consumer's financial decision is 'tricked' by free Wi-Fi facility.

Keywords: financial behavior, financial decision, consumer's decision, free Wi-Fi facility, telecommunication technology.

INTRODUCTION

The advanced communication technology makes the needs of information increase nowadays. This need can be said as opportunity for other industry to develop its business. Telecommunication industry is one of developing industries. One industry that is developing rapidly is telecommunications. Communication makes societies in every country are able to connect with other people and delivers information without limitation of space and time.

This high demand opportunity creates strength for telecommunication industry. One industry that receives the impact of the increasingly high demand of information and technology is a service industry such as restaurants, cafes, places of education and other entertainment facilities. Many places of business and public facilities that offer access to data or providing free information on the consumer in the form of free Wi-Fi.

The sophisticated developing communication technology is growing fast. It can be said starting from telegram, analog telephone, digital telephone, Internet, wireless phone, and also wireless Internet connection or Wi-Fi. Communication device also have a rapid growing, from fixed phone, cellular phone, and tablet.



Wi-Fi is a wireless network that allows us to be able to connect to the Internet. Through the use of Wi-Fi free of charge, the public can access data and information as much as possible without worrying about the cost of data access. Opportunity is widely seen by industry players to attract more consumers to shop. With the availability of free Wi-Fi facility, is expected to save consumers time to shop for longer, more purchases and repeatedly. From the consumer side, the provision of free Wi-Fi will impact directly or indirectly on their financial behavior. Direct provision of free Wi-Fi will affect the money they spend to buy products, i.e. food and drinks. It will indirectly also affect desire and saving obligations they have to do the appropriate initial commitment. This would be a contradiction because on one hand, consumers will find great savings funds should be issued for the cost of access to data and information, but on the other hand consumers would not want to keep spending money to buy products for the cost of health insurance use of data and information for free.

Consumer financial behavior can basically be formed through habit; however, such behavior sometimes changes according to the environment that influences it. A consumer who at first is that many people do saving in financial arrangements sometimes feel that to spend some money to access data and information is an extravagance that he will try to seek access to data and information free of charge both for data access as well as places that provide it. This place is usually as a means of education and libraries.

Nevertheless, a consumer can choose to use the free Wi-Fi at places that sell the products instead of using the data access and information for free, such as restaurants, cafes, malls and other entertainment venues. It is said that the tendency of a consumer when choosing the style of life and environmental influences, which will look more stylish if it looks to access the data and information in such places. It is becoming an impact on spending some amount of money which may exceed the amount that must be paid if the person is buying access to data and personal information.

This study aims to describe how the consumer level or the selection of a visit to a café or a restaurant that has free Wi-Fi, how it compares to the level of consumer spending and saving between using a personal data access with free Wi-Fi as well as the election of the consumer in deciding to pay credit purchase phone for data access or purchase of products (i.e. food and drink) to get free Wi-Fi.

Wi-Fi

Williams and Sawyer (2008) states that “Wi-Fi is a short-range wireless digital standard aimed at helping machines inside offices to communicate at high speeds and share Internet connections at distance up to 300 feet; it connects to a kind of local area network known as the Ethernet.” Forouzan (2013) declare that “Wi-Fi (short for wireless fidelity) as a synonym for wireless LAN. Wi-Fi, however, is a wireless LAN that is certified by the Wi-Fi Alliance, a global, nonprofit industry association of more than 300 member companies devoted to promoting the growth of wireless LANs.”

According to Mur and Ribes (2012), “the Wi-Fi technology is quickly being adopted by new types of devices that pose stringent requirements in terms of energy



efficiency. In order to address these requirements the IEEE 802.11 group developed in the recent years several power saving protocols that are today widely used among devices like smart phones.”

Brain, Wilson and Johnson (2001) state “Wi-Fi has a lot of advantages. Wireless networks are easy to set up and inexpensive. They're also unobtrusive – unless you're on the lookout for a place to watch streaming movies on your tablet, you may not even notice when you're in a hotspot.” Hemalatha, Prithviraj, Jayalalitha and Thenmozhi (2011) state “Wi-Fi, short for Wireless Fidelity is a wireless digital communication system, operating in 2.4GHz ISM band with channel bandwidth of 25MHz is intended for LANs with coverage of few hundred feet.”

Consumer decision about buying and saving

According to Gitman and Joehnk (2008), consumer uses money to buy product or services. The goal is to get the satisfaction from each money he/she earn. Altfest (2007) define the method through which people select goods and services to satisfy their needs as theory of consumer choice. Consumer decides whether the goods or services are satisfy or not, thus they make decision to buy.

Consumer's buying decision can be based on timing purchases, store selection, brand comparison, label information and price comparison (Kapoor, Dlabay & Hughes, 2010). Consumer usually compare about those things especially price. Wise consumer counts the cost and benefit for the product or services that they buy.

According to Choudhury (1999), saving as “total of factor payment, which equal national income, may not be fully spent in buying back all the goods and services at a time.” Altfest (2007) define saving as the cash left over after operating, capital expenditures, and debt activities. Sonuga-Barke and Webley in Furnham (1999) define saving as “in terms of the quality of a set of actions (going to the counter and depositing money), made in relation to one or other institutions (bank or building society).” Attanasio and Banks (2001) state “saving is an issue of fundamental importance to academic economist and policy-makers alike. While, for an individual household, saving is essentially a way to move resources over time, for the economy at large, the supply of saving represents an important source for the financing of investment.”

METHODS

The method used in this study was to conduct a survey of 100 consumers who had visited and use Wi-Fi is available in the café or restaurant in Bandung. The sample is 100 people in which the criteria of the sample is taken from people who have visited and use Wi-Fi is available in the café or restaurant in Bandung.

Result and Discussion

We collect 100 respondents who have visited free Wi-Fi facilities as our sample and process it descriptively. The results were prepared using tables. The table shows the



number of respondents in using the facilities free Wi-Fi is provided in the restaurant or café, as well as expenditure and saving respondents.

Number	Questions		Amount	Percent
1	Gender	Male	60	60
		Female	40	40
2	Ages	≤19	67	67
		20-40	33	33
		> 41	0	0
3	Visit the Restaurant or Cafe that have free Wi-Fi	Yes	100	100
		No	0	0
4	Using free Wi-Fi	Yes	94	94
		No	6	6
5	The main factor in choosing a Restaurant or Cafe	Yes	25	25
		No	75	75
6	Consumer Buying Decision and Saving	Data Access	45	45
		Free Wi-Fi	55	55
7	Access Data Versus Free Wi-Fi	Data Access	73	73
		Free Wi-Fi	27	27

Source: Results of the Questionnaire, 2014

The table above can be explained as follows.

1. Gender

The table shows 60 percent of respondents are male. It can be said that majority respondents who visit the restaurant and cafe are male.

2. Age

The table shows that 67 percent of respondents are teenager.

3. Visit the Restaurant or Café that have free Wi-Fi

Based on data collected, all respondents had visited a restaurant or cafe that has free Wi-Fi facility. It is because the respondents are consumers who visit a restaurant or cafe that has such facilities.

4. Using free Wi-Fi

The result shows that not all respondents using Wi-Fi when they visit a restaurant or cafe that has such facilities. There are six percent of respondents who does not use free Wi-Fi facilities that is available at the restaurant or cafe. It is because there are lots of consumers who do not prefer to search for information via the Internet or play games when visiting a restaurant or cafe. Consumers prefer to eat and drink without being followed by information searching activity. Another reason is that consumers prefer to use personal data access in the restaurant or café although they have to go to Wi-Fi facility. However, the majority of respondents still choose to use the facilities free Wi-Fi provided by a restaurant or cafe.

5. The main factor in choosing a Restaurant or Café



The table shows that 75 percent of respondents do not use free Wi-Fi facilities as a major factor in choosing a restaurant or cafe. It is because the primary election respondents in choosing a restaurant or cafe is the flavor and diversity of products (i.e. food and beverage) offered, location, price, as well as recommendations from friends or family. These results show that the promotional efforts made by the restaurant or café to provide free Wi-Fi facilities have not been able to fully attract consumer interest. Most consumers believe that the presence of free Wi-Fi is a plus but is not the main reason they are in choosing a restaurant or cafe.

6. Consumer Buying Decision and Saving

In this section respondents were asked to choose between two statements that is a bigger production and saving less because they have to buy recharges mobile phones to access data or whether production becomes larger and saving less because they have to buy a product (i.e. food and beverage) in a restaurant or cafe to get facilities free Wi-Fi . The results showed that a total of 55 percent of respondents choose the second statement that is a bigger production and saving less because they have to buy a product (i.e. food and beverage) in restaurants or cafes to get free Wi-Fi facilities. This illustrates that consumers are aware enough about the existence of a restaurant or café that provides free Wi-Fi and those interested enough to visit a restaurant or cafe that has the facilities, but they also realize that the facilities provided by the restaurant and the café is just one promotion of a restaurant or cafe is up if they continue to patronize restaurants and cafes just because they want to enjoy the facilities free Wi-Fi so the impact should they feel is increasingly growing steadily declining production and saving .

7. Data Access Versus Free Wi-Fi

The table shows that 73 percent of respondents would prefer to pay the purchase cellular phone cost for data access or information. This is consistent with results obtained previously, namely that most consumers are aware of the spending becomes larger and less saving having to buy a product (i.e. food and beverage) at the restaurant or cafe to get free Wi-Fi facility.

CONCLUSION

The results show that the majority of respondents were male and never use the facilities free Wi-Fi provided by a restaurant or cafe. However, the facilities free Wi-Fi is not a major factor in choosing a restaurant or cafe. Some respondents stated that they visit the restaurant or café for consideration of product, price, location and reference. Consumers realize that if they make the free Wi-Fi becomes the main reason for visiting a restaurant or café in the expenditure will be greater and saving is reduced. Therefore, consumers prefer to pay the purchase cellular phone pulse to access data or personal information.



Basically the provision of free Wi-Fi facilities is a good thing because with the increasing number of free Wi-Fi facilities available to make citizen more open to new things such as the development of technology and modern ideas. Facilities Wi-Fi has also be added value for society and industry. But besides all the advantages of this facility are still required limits and regulations governing the installation and use of Wi-Fi facility. One thing to note is the use of the term 'Wi-Fi'. It should be explained and emphasized whether the use of the term 'free' is really free or is there a payment that follows as well as the provision of free Wi-Fi facility in a restaurant or café. Nowadays consumers are smart enough to realize that free Wi-Fi facility is one form of promotion of a restaurant or cafe in attracting customers. Consumers have also begun to think about and consider other funds that should be allocated for this facility are purchasing products (i.e. food and beverage) that they may not actually need. Moreover sometimes providing free Wi-Fi facility is not followed by a strong network so that consumers will feel 'cheated' because it was already ordered food and drinks but still can not access data or information. Therefore, restaurant or café entrepreneurs should also be aware of to keep thinking about the interests of consumers above the interests of the company because it is unethical to make free Wi-Fi facility to attract buyers if the facility itself cannot be delivered optimally.

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