
**ANTECEDENT CONTINUANCE RESIDENT COMMITMENT
KOTA CIMAHI**

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ABSTRACT

This research aims to examine the influence of place image on the continuance resident commitment, which is mediated by resident satisfaction and place attachment among residents of Cimahi City. The cross-sectional or one-shot method was used to obtain data. The research instrument has been tested for validity and reliability through measurements of convergent validity, discriminant validity, and composite reliability. A total of 180 city residents living in Cimahi participated in this study. The data analysis technique used in this study was structural equation modeling (SEM) with the assistance of SmartPLS version 3.0. Out of nineteen proposed research hypotheses, twelve were supported by empirical data. The results of this study indicate that leisure and shopping facilities, social environment, and community services positively affect resident satisfaction. In contrast, physical appearance and ambient and community services positively impact place attachment. Resident satisfaction positively affects place attachment and continuance of resident commitment. In contrast, resident satisfaction mediates the effect of leisure and shopping facilities and community services on the continuance of resident commitment. Place attachment mediates the impact of physical appearance and ambient and community services on the continuance of resident commitment. In this study, the previous conceptual model was developed by testing the fourth dimension of place image, adding resident satisfaction as an intervening variable, and using continuance resident commitment as a dependent variable.

Keywords : Place Image; Resident Satisfaction; Continuance Resident Commitment

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh place image terhadap continuance resident commitment yang dimediasi oleh resident satisfaction dan place attachment warga Kota Cimahi. Metode cross sectional atau one shot digunakan untuk mendapatkan data. Instrument penelitian ini telah teruji validitas dan reliabilitas melalui pengukuran convergent validity, discriminant validity, dan composite reliability. Sebanyak 180 responden warga kota yang tinggal di Cimahi telah berpartisipasi dalam penelitian ini. Teknik analisis data yang digunakan adalah structural equation modelling (SEM) dengan bantuan SmartPLS versi 3.0. Dari sembilan belas hipotesis penelitian yang diusulkan, dua belas diantaranya didukung oleh data empiris. Hasil penelitian ini menunjukkan bahwa leisure & shopping facilities, social environment dan community services berpengaruh positif terhadap resident satisfaction; physical appearance & ambient dan community services berpengaruh positif terhadap place attachment; resident satisfaction berpengaruh positif terhadap place attachment; resident satisfaction dan place attachment berpengaruh positif terhadap continuance resident commitment; resident satisfaction berperan memediasi pengaruh leisure & shopping facilities dan community services terhadap continuance resident commitment; place attachment berperan memediasi pengaruh physical appearance & ambient dan community services berpengaruh positif terhadap continuance resident commitment. Pada penelitian ini, dilakukan pengembangan terhadap model konseptual sebelumnya dengan cara melakukan pengujian

keempat dimensi dari variabel place image, penambahan resident satisfaction sebagai variabel intervening, dan menggunakan continuance resident commitment sebagai variabel dependen.

Kata kunci : Place Image; Resident Satisfaction; Continuance Resident Commitment

INTRODUCTION

The Indonesian Central Statistics Agency stated that of the 8,077,525 deaths in Indonesia, 7,039,142 were caused by non-communicable diseases (NCDs) in 2017-2022 (Santika, 2023). The World Health Organization, abbreviated as WHO (2023), states that four types of NCDs that cause high mortality rates are cardiovascular, cancer, respiratory diseases, and diabetes. One of the leading causes of someone contracting NCDs is a lack of physical activity caused by a lack of facilities and opportunities to move actively (Lee & Nakamura, 2021). For this reason, the United Nations (UN) is holding a sustainable development program that will be held until 2030 to make cities and settlements inclusive, safe, resilient, and sustainable, ensuring a healthy life and increasing welfare for all individuals (Chumo et al., 2023).

The Ministry of Environment and Forestry of the Republic of Indonesia (2022) stated that Cimahi City is one of Indonesia's cities that is implementing a sustainable development program by implementing the concept of green cities and smart cities. A green city is an urban plan designed to create a healthy city while still paying attention to the balance between the development and development of the city and maintaining environmental desires (Septiorini & Pamurti, 2023). Meanwhile, a smart city is a city development that utilizes information technology to combine urban systems in an integrated manner to maximize the use of existing resources (H. Lin et al., 2023). The Ministry of Environment and Forestry of the Republic of Indonesia (2022) stated that the implementation of Cimahi City in implementing the green city concept is in the form of developing green open spaces, carrying out greening campaigns and movements, and holding a waste recycling program. Meanwhile, in implementing the bright city concept, Cimahi City is developing applications that provide information about regional government, health facilities, and digitally integrated education (Sadli, 2017).

Cimahi City is part of the West Java Province region, which was inaugurated on January 29, 1976, and was designated as an autonomous city in 2001 by Law No. 1 of 2003 concerning the authority of Cimahi City as an autonomous region (Cimahikota.go.id). BPS Indonesia (2021) states that the happiness index results from a

life evaluation reflecting the conditions of a good and meaningful life. (Novaria, et al., 2023) noted that the main component used in measuring the happiness index for each individual is the dimension of life satisfaction. Chi et al. (2017) explained that life satisfaction is a cognitive component of subjective well-being that evaluates an individual's quality of life based on the criteria they determine. Lin et al. (2017), Priporas et al. (2020) and Zhang & Li (2022) researched resident satisfaction variables using city indicators that can fulfill the aspirations and needs and provide a good quality of life for city residents. The indicators used by the researchers reflect the dimensions of life satisfaction used by BPS Indonesia in measuring the happiness index (BPS, 2021). Thus, using the happiness index can function as a means of assessing resident satisfaction. In 2021, the happiness index value for West Java Province was 70.23%, ranked 30th out of 34 provinces in Indonesia (BPS, 2021). The index position reflects the happiness of the citizens of West Java Province in general, including those who live in Cimahi City. This phenomenon may indicate lower resident satisfaction in Cimahi City compared to cities in other Indonesian provinces. Related to this phenomenon, this research aims to analyze the factors that influence resident satisfaction of Cimahi City residents, guided by the conceptual model developed by Tournois & Rollero (2020) and Zhang & Li (2022)

This research provides theoretical benefits for future researchers, especially in developing marketing science with a quantitative approach and deductive reasoning. This research uses a conceptual model by Tournois & Rollero (2020), which consists of four dimensions of place image variables (physical appearance and ambient; leisure and shopping facilities; social environment; and community services), place attachment, and commitment. The limitation of Tournois & Rollero (2020) study is that it only discusses commitment as a single construct without separating its dimensions. While Fullerton (2003) and Gruen et al. (2000) state that commitment is divided into affective and continuance. In this case, researchers propose using continuance resident commitment as a dependent variable to develop research results and as a differentiating element. City residents with high continuance commitment will feel a rational and economically based dependence on benefits hence, they value their relationship with the city more (Tournois & Rollero, 2020). The problem of this research is resident satisfaction, which is one of the cognitive components of subjective well-being which has an antecedent and

consequent relationship (Fakere & Henshaw, 2020; Le & Dong, 2017; Taecharungroj, 2016; Wu et al., 2010; and Zhang & Li, 2022). The researcher proposed resident satisfaction in this research to discover the antecedent and consequent relationships that would later contribute to Cimahi City. Thus, future researchers can use the same conceptual model by expanding the variables, objects being assessed, population, and sample characteristics. Therefore, advances in science will provide more significant benefits for researchers in the future. Meanwhile, it is hoped that the practical benefits of this research will help the regional government of Cimahi City in solving the problem of resident satisfaction in Cimahi City and its predictors, such as the four dimensions of the place image, place attachment, and continuance of resident commitment variables. In this way, the Cimahi City government can have a solid knowledge base in formulating policies that are more relevant and in line with the needs of its city residents.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This research intends to analyze the relationship between the four dimensions of place image variables (physical appearance and ambient; leisure and shopping facilities; social environment; and community services), resident satisfaction, place attachment, and continuance of resident commitment with the conceptual model from Tournois & Rollero (2020) and Zhang & Li (2022) as guidelines. In this research, the object being assessed is the city. Referring to the statement made by Kotler & Keller (2010), it can be concluded that cities are part of the place (region) marketing entity. Bintarto (1983) defines a city as a human life system characterized by high population density, diversity of socio-economic strata, and materialistic tendencies resulting from high population density. The American Marketing Association, abbreviated as AMA (2008), states that place marketing uses customer-oriented marketing tools to create, communicate, deliver, and offer value. Meanwhile, city marketing is an effort to plan and design a city to fulfill and satisfy the desires and expectations of its target market (Kartajaya et al., 2002). Van den Berg et al. (1990) stated that one of the necessary target groups to be addressed by city governments is city residents. This aligns with the views of Kavaratzis (2012) and Taecharungroj (2016) that city residents are an integral part of the city and must be prioritized as the city's most prominent customers. The city government must have a good relationship with its residents because they play an active role in the decision-making process and contribute to the city through agreements, support, and

assistance (Taecharungroj, 2016). Inch & Florek (2008) stated that to retain valuable city citizens, policymakers and city planners must consider their city residents' motives, hopes, and needs. Thus, the final task of place managers is to achieve the level of satisfaction expected by city residents (Guhathakurta & Stimson, 2007).

Dichter (1985) states that an image is a total impression formed in a person's and other people's thoughts. Meanwhile, place image is a psychological construction that includes all the beliefs, ideas, and impressions that city residents have of the city where they live (Stylidis, 2014). In the place marketing literature, it is explained that the image of a place can influence the attitudes and behavior of city residents in creating place decisions (Ashworth & Voogd, 1990; Elliot et al., 2011). Therefore, it can be concluded that place image reflects the cognitive psychological response of city residents to the city where they live (Zhang & Li, 2022). Stylidis et al. (2014) stated four dimensions of place image: physical appearance and ambient, leisure and shopping facilities, social environment, and community services.

Physical appearance and ambient are city residents' perceptions of the physical appearance of cities, such as views and building architecture. A safe and clean environment, as well as the quality of the city environment, includes air and weather, which fulfill the quality of life of city residents (Stylidis et al., 2014). Furthermore, leisure and shopping facilities are the views of city residents regarding entertainment facilities, shopping, and recreation, which play a role in fulfilling the quality of life of city residents (Han et al., 2020). Then, the social environment is the perception of city residents regarding social factors and environmental conditions, such as the friendliness of the surrounding community. A safe and clean environment makes them comfortable settling in the city (Serra et al., 2015). Community services are the views of city residents regarding the efforts of the city government to provide public services and facilities in terms of public transportation, health, education, and worship to improve the welfare of city residents (Zhang & Li, 2022). Explanation these four dimensions of independent variables align with the purpose of place image by urban planning experts, namely Lynch (1960) and Relph (1976). They explain that goal place image, namely improving the welfare of city residents because a positive city image can increase pride and quality of life and create feelings of comfort and security in the townspeople.

Researchers added resident satisfaction as a differentiating intervening variable from the conceptual model that Tournois & Rollero (2020) and Zhang & Li (2022) proposed. Resident satisfaction is the most critical aspect of city marketing, often considered the main goals, needs, and priorities of place marketing (Insch & Florek, 2008; Zenker & Martin, 2014). Resident satisfaction is also a leading indicator and concrete in city marketing (Goovaerts et al., 2014). Various studies, such as Insch & Florek (2008), Insch & Walters (2017), Zenker et al. (2013), and Zenker & Rutter (2014), have shown the importance of citizen satisfaction with the city where they live. Zhang & Li (2022) stated that resident satisfaction is a cognitive component of subjective well-reflecting comparisons between the townspeople's realities and their hopes.

Based on the findings of Zhang & Li (2022), resident satisfaction is positively influenced by the place image dimensions of Guangzhou City, China residents. Next, Le & Dong (2017) stated that the place image dimension of residents of Nha Trang City, Vietnam, positively influences resident satisfaction. The same research results were found by Fakere & Henshaw (2020) that resident satisfaction is positively influenced by the dimensions of residents' place image in Akure City, Nigeria. As explained, physical appearance and ambient, leisure and shopping facilities, social environment, and community services are dimensions from place images (Stylidis et al., 2014). Based on this research, it can be concluded that each dimension of place image positively affects resident satisfaction in the context of city marketing. Cimahi is one of the cities that practices urban marketing (Nugraha et al., 2022). Thus, the dimension of place image is thought to affect residents' satisfaction in Cimahi City positively. So far, more research has yet to be found regarding the influence of the four dimensions of place image on resident satisfaction. Therefore, researchers proposed the first four hypotheses as elements of novelty, which are described as follows:

H1: Physical appearance and ambient positively affect resident satisfaction in Cimahi City.

H2: Leisure and shopping facilities positively affect resident satisfaction in Cimahi City.

H3: Social environment positively affects resident satisfaction in Cimahi City.

H4: Community services positively affect resident satisfaction in Cimahi City.

Place attachment has been studied widely in various scientific disciplines. One of them is applied in city marketing, which is used as a central role in making urban development policies and planning (Lu et al., 2018). Place attachment is a psychological condition in which city residents have attachment emotions that form a special meaning for their city (Zhang & Li, 2022). Hidalgo & Hernandez (2001), Tournois & Rollero (2020), and Chang et al. (2023) state that place attachment is related to affective responses between individuals with a particular place. Ngesan et al. (2013) and Zhang & Li (2022) explain that cities with distinctive physical and social characteristics will increase the pride of the citizens of the town, where The city is considered an object that has symbiotic meaning and is an integral part in their identity. So, it can be concluded that the more positive the image of a place is, the stronger a person's attachment to that place will be.

Tournois & Rollero (2020) stated that the place image dimension of residents of the City of Belgrade, Serbia, positively influences place attachment. These results are similar to the findings of Zhang & Li (2022), who state that place attachment is positively influenced by the place image dimension of Guangzhou City, China, residents. Thus, the dimensions of the place image influence the place attachment of Cimahi City residents. In literature studies, research regarding The impact of the four dimensions of place image on place attachment still needs to be completed. So therefore, The researcher proposes four-second hypotheses as elements of novelty, which are described as follows:

H5: Physical appearance and ambient positively affect the place attachment of Cimahi City resident

H6: Leisure and shopping facilities positively affect the place attachment of Cimahi City residents.

H7: Social environment positively affects the place attachment of Cimahi City residents.

H8: Community services positively affect the place attachment of Cimahi City residents.

Chen et al. (2019) stated that resident satisfaction positively influences place attachment in Shandong and Heilongjiang, China. The research results are the same as those discovered by Swapan et al. (2022), who found that resident satisfaction positively influences place attachment in Khulna City, Bangladesh. These findings were also supported by Chen & Dwyer (2018), who state that resident satisfaction in the City of

Sydney, Australia, positively influences place attachment. Thus, resident satisfaction is estimated to affect the place attachment of Cimahi City residents positively. Based on this description, a third hypothesis is proposed as follows:

H9: Resident satisfaction positively affects the place attachment of Cimahi City residents.

The most commonly used definition of commitment is the explanation put forward. Moorman (1992) describes commitment as an eternal desire that city residents hold to maintain a valued relationship with the city that is becoming their place. This explanation was also applied in Morgan & Hunt's (1994) and Tournois & Rollero (2020). In the view of Gruen et al. (2000) and Fullerton (2003), the continuance commitment of city residents is a dimension of city citizen commitment (resident commitment). Continuance resident commitment is a form of dependence city residents feel towards the city where they live. Rational and economic considerations influence the benefits obtained (Tournois & Rollero, 2020).

Based on the findings of Taecharunroj (2016), it is known that the dimension of resident commitment is positively influenced by resident satisfaction in Bangkok City, Thailand. Research results similar findings were also found by Wu et al. (2010), who stated that the resident dimension commitment is positively influenced by resident satisfaction in Taiwan. Therefore, resident satisfaction is thought to affect the city's resident commitment to Cimahi positively. Tournois & Rollero (2020) stated that the place attachment of residents of the City of Belgrade, Serbia, influences continuance resident commitment. The results of these studies were similar to Lee's (2011) findings that residents' place attachment influences resident commitment in Douliou Yunli City, Taiwan. Thus, place attachment is thought to affect the continuance resident commitment in Cimahi City positively. So far, only a few have been found. Research on resident satisfaction and place attachment influences continuance resident commitment. Therefore, the researcher proposes two fourth hypotheses as elements of novelty, which are described as follows:

H10: Resident satisfaction positively affects continuance resident commitment in Cimahi City.

H11: Place attachment positively affects continuance resident commitment in Cimahi City.

Previous research explains that the place image dimension positively influences resident satisfaction in the context of city marketing (Zhang & Li, 2022; Le & Dong, 2017; Fakere & Henshaw, 2020). In addition, previous research explains that resident satisfaction positively influences continuance resident commitment to urban marketing (Taecharungroj, 2016; Wu et al. (2010). Thus, resident satisfaction is thought to mediate the influence of each dimension of place image on the continuance resident commitment in Cimahi City. So far, only a little research has been found regarding resident satisfaction. Still, it is thought to mediate the influence of the place image dimension toward the continuance resident commitment. Therefore, researchers propose four hypotheses as an element of novelty, which are described as follows:

H12: Resident satisfaction plays a mediating role in the influence of physical appearance and ambient conditions on the continuance resident commitment in Cimahi City.

H13: Resident satisfaction plays a mediating role in the influence of leisure and shopping facilities on the continuance resident commitment in Cimahi City.

H14: Resident satisfaction plays a mediating role in the influence of the social environment on the continuance resident commitment in Cimahi City.

H15: Resident satisfaction plays a mediating role in the influence of community services on the continuance resident commitment in Cimahi City.

Tounois & Rollero (2020) and Zhang & Li (2022) state that the place image dimension positively influences place attachment in city marketing. Besides, Previous research explained that place attachment affects continuance resident commitment in city marketing (Tounois & Rollero, 2020; Lee, 2011). Thus, place attachment is thought to mediate the influence of the four dimensions of place image towards the continuance resident commitment in Cimahi City. Furthermore, the findings of Tounois & Rollero (2020) confirmed that place attachment plays a mediating role in the influence of dimensions of place image for the continuance resident commitment in the City of Belgrade, Serbia. These findings are also supported by Zhang & Li (2022), who emphasize that place attachment plays a role in mediating the influence of the place image dimension on the city's continuance resident commitment in Guangzhou, China. So far, not much research has been found regarding place attachment, which is thought to play a mediating role in the influence of each dimension of place image on the

continuance resident commitment. Therefore, researchers propose four final hypotheses as an element of novelty, which are described as follows:

H16: Place attachment plays a mediating role in the influence of physical appearance and ambient on the continuance resident commitment in Cimahi City.

H17: Place attachment plays a mediating role in the influence of leisure and shopping facilities on the continuance resident commitment in Cimahi City.

H18: Place attachment plays a mediating role in the influence of social environment on the continuance resident commitment in Cimahi City.

H19: Place attachment plays a mediating role in the influence of community services on the continuance resident commitment in Cimahi City.

Based on the previous explanation, the influence of place image on continuance resident commitment mediated by resident satisfaction and place attachment is proposed in the conceptual model in figure 1.

RESEARCH METHODS

This research uses a survey method where data is collected from the sample using a questionnaire to test the hypothesis and explain causal relationships (Effendi & Tukiran, 2012). The research design used as a guide in carrying out this research is shown in figure 2. Next, operational variables are shown in table 1. This research instrument has been tested for validity and reliability through outer model measurements, which consist of convergent validity, discriminant validity, and composite reliability. The software used in all three measurement stages is Smart-PLS version 3.0. Convergent validity test results show that all loading factor values are ≥ 0.70 , meaning all sizes of each variable can be used to measure what they are supposed to measure. Moreover, the discriminant validity test results show that the correlation value of certain manifest variables with certain latent variables is higher than the correlation with other latent variables. So, it can be stated that the research instrument used is discriminant good validity. Then, based on the composite reliability test, all composite reliability values are ≥ 0.70 , so it can be stated that each variable can be reliable and will provide consistent results, as shown in tables 2 and 3.

This research involved samples from the population of city residents living in Cimahi with a minimum age of 22 years, working and married. The age criteria are set based on information from the Head of the P2KBP3A Social Service, Desrita (2022),

who stated that age. The average age for getting married in Cimahi is 22, and the oldest is 29. Besides that, getting married at the age of 20 is also considered psychologically mature. Hurlock (1996) states that the initial maturity period lasts 18-40 years. Therefore, City residents who are 22 years old reflect the age at which someone first gets married; they are adults psychologically and are in the early period of maturity. At this stage, the individual has experienced various life experiences that can influence their commitment to decide whether to stay or move from the city where they have always lived. The sampling technique used in this research is convenience sampling, one nonprobability sampling method.

The type of data in this research is included in primary data sourced from city residents who live in Cimahi with a minimum age of 22 years, are already working, and are married. Based on the time horizon in the data collection process, this research is classified as a cross-sectional study or one-shot, because data is collected only once a period. The data collection process was done by distributing questionnaires randomly online via google forms, which were then shared on social media. Additionally, deployment questionnaires are distributed directly (on the spot) around the assessed object, namely the City Cimahi. Partial Least Square (PLS) Structural Equation Modeling (SEM) version 3.0 is based on variables used to build and test statistical models. Based on the test results, model fit using the model fit menu in SEM-PLS is known that standardized root mean square residual (SRMR) of $0.047 < 0.10$ and average fit index (NFI) amounting to 0.811 is between 0.00-1.00, which means the model is declared fit so that it can be used for further analysis.

RESEARCH RESULTS AND DISCUSSION

The results of the questionnaire distribution shown in table 4 show the characteristics of 180 respondents. In the previous explanation, it was stated that this research model was feasible for statistical hypothesis testing. A bootstrapping procedure was used to determine the status of the hypothesis by comparing the t-statistic value with the t-table equal to 1.65 and comparing the p-value with the α value of 0.05 in a one-way test. The results of testing the nineteenth statistical hypothesis are shown in table 4.

Based on the results of hypothesis testing, it is known that H2, H3, H4, H5, H8, H9, H10, H11, H13, H15, H16, and H19 are supported by empirical data. Leisure and

shopping facilities contribute the second most to resident satisfaction at 0.310. This finding shows that the availability of good restaurants, complete shopping centers, and the beauty of the city park arrangement have an impact on the emergence of good living conditions by ideals, living conditions that are going well, and the right choice for your city residents to live in Cimahi City. Then, the social environment contributes the third largest in terms of resident satisfaction, namely 0.203. These findings show that the city community is friendly, the city environment is safe, and the city environment is safe cleanliness has an impact on the emergence of living conditions that are by ideals, living conditions are running well, and the right choice for city residents to lives in Cimahi City. Furthermore, community services contribute the largest to resident satisfaction, namely 0.344. This shows that the quality of public transportation, the quality of health facility services, the quality educational facility services, and quality of worship facilities have an impact on the emergence of living conditions that are by ideals, current living conditions well, and the right choice for city residents to live in Cimahi City. Logical inference The results of the second, third, and fourth hypothesis tests illustrate that the results of this research support the findings of Zhang & Li (2022), Le & Dong (2017), and Fakere & Henshaw (2020).

Furthermore, physical appearance and ambient provide the second largest contribution towards place attachment, namely 0.230. These findings show that beautiful city views, interesting historical building architecture, cool city air, and the city's comfortable temperature create feelings of appreciation, pride, and love for Cimahi City. Then, community services contribute to place attachment, namely 0.395. This shows that the quality of public transportation, quality of health facility services, quality of facility services education, and quality of worship facilities impact the emergence of feelings of appreciation, pride, and love for the City of Cimahi. Logical inference from results The fifth and eighth hypothesis tests illustrate that this study's results support the findings of Tournois & Rollero (2020) and Zhang & Li (2022).

Furthermore, resident satisfaction contributes to place attachment, namely 0.298. These findings indicate that living conditions are based on ideals, good living conditions, and the right choice to live in the City of Cimahi, which impact feelings of appreciation, pride, and love for the City of Cimahi. Then, resident satisfaction contributes to continuance resident commitment by 0.481. This shows that living conditions are by

ideals, living conditions that run well, and the right choices to live in Cimahi City have an impact on the desire of city residents to have a career, build relationships with the surrounding community, and live in Cimahi City. Temporarily, therefore, place attachment makes the most significant contribution to continuance resident commitment, namely 0.489. These findings indicate that feelings of appreciation, pride, and loving Cimahi City have impacted city residents' desire to have a career, build relationships with the surrounding community, and live in Cimahi City. Inference logically, the results of the ninth, tenth, and eleventh hypothesis tests illustrate that this study supports the findings of Chen et al. (2019), Swapan et al. (2022), Chen & Dwyer (2018), Tournois & Rollero (2020) and Lee (2011).

The results of this research also found that living conditions were by the ideals of ideals, living conditions that run well, and the right choice for city residents to living in Cimahi City is due to the availability of good restaurants, complete centers shopping, and the beauty of city parks have an impact on the emergence of desire city residents to have a career, build relationships with the surrounding community, and live in the City Cimahi. Then, living conditions that are by ideals, living conditions that are running well, and the right choice for city residents to live in Cimahi City caused by the quality of public transportation, the quality of health facility services, the quality of educational facilities services, and the quality of worship facilities provided impact on the emergence of the desire of city residents to have a career, to build relationships with the surrounding community, and lives in Cimahi City. Thus, the results of this study support the findings of Zhang & Li (2022), Le & Dong (2017), Fakere & Henshaw (2020), Taecharungroj (2016), and Wu et al. (2010). Other findings include feelings of appreciation, pride, and love for the City of Cimahi caused by the beauty of the city views, the interesting architecture of the buildings history, the fantastic city air, and the comfortable temperature of Cimahi City have an impact on the emergence of the desire of city residents to have a career, to establish relationships with the surrounding community, and lives in Cimahi City. Next, feelings of appreciation, pride, and love for the City of Cimahi are caused by the quality of public transportation, the quality of facility services health, the quality of educational facility services, and the quality of worship facilities have an impact on the emergence of city residents' willingness to have a career and build relationships with the surrounding community, and lives in Cimahi

City. Thus, the results of this research support the findings of Zhang & Li (2022), Tournois & Rollero (2020), and Lee (2011).

CONCLUSION

This research found that leisure and shopping facilities, social environment, and community services positively affect resident satisfaction. Place attachment also positively affects physical appearance and ambient and community services. On the other hand, resident satisfaction mediates the influence of leisure & shopping facilities and community services towards the continuance resident commitment. Additionally, place attachment mediates the impact of physical appearance & ambient and community services on the continuance resident commitment. The novelty in this research lies in the addition of resident satisfaction as an intervening variable and continuance resident commitment as a dependent variable in the conceptual model developed by Tournois & Rollero (2020) and Zhang & Li (2022). So far, many have yet to be discovered in research on the influence of the four dimensions of place image on resident satisfaction and place attachment. Therefore, as a distinguishing element of the conceptual model initiated by Tournois & Rollero (2020) and Zhang & Li (2022), researchers chose to test the relationship between the four dimensions of place image and these two variables.

The limitation of this research is the use of convenience sampling techniques, so it cannot be generalized to the population. Hence, it is recommended that researchers use probability sampling techniques to generalize the research results to the population. Then the limitation of this research is that the research results show that one dimension of place image, namely physical appearance and ambient, does not affect resident satisfaction. Therefore, future researchers can use the place construct identity and place dependence as intervening variables. This is supported by Zhang & Li (2022), who state that place identity and place dependence mediate the influence of place image dimensions on resident satisfaction. Furthermore, other research results show that the two dimensions of place image; leisure and shopping facilities; and community services do not affect place attachment. Therefore, researchers can then propose socio-demographic characteristics such as age and place of birth as a moderating variable. This is supported by Tournois & Rollero (2020), Cardinale et al. (2016), Lewicka (2010), Anton & Lawrence (2014), and Zenker & Rutter (2014) who said that age and place of birth play a role in moderating the influence between dimensions place image on place attachment. Then, the results of other research also show that resident

satisfaction does not mediate the influence of the two dimensions of place image (physical appearance & ambient and social environment) on continuance resident commitment therefore, future researchers can propose other constructs such as trust and the effect of culture (individualist, short-term oriented and low on power distance vs collectivist, long-term oriented and high on power distance cultures). Turnois & Rollero (2020), Gefen (2000), and McKnight & Chervany (2002) say that trust describes the existence of something true confidence in trustworthy policymakers because they have qualities such as benevolence, ability, integrity, and predictability that can influence the commitment of city residents. Turnois & Rollero (2020) and Eisingerich & Rubera (2010) stated that the effect of culture contributes to strengthening the commitment of city residents. Besides that, the results of other studies also state that place attachment does not mediate the influence of leisure & shopping facilities and social environment towards continuance resident commitment therefore, future researchers can add the construct of place identity as an intervening variable. This is supported by Tournois & Rollero (2020), who state that place attachment and place identity mediate the influence of the place image dimension on commitment. Furthermore, the limitation of this research is that it only discusses continuance resident commitment as a single construct. Therefore, future researchers can do more explore and compare their impact on affective and normative (Wu et al., 2010; Gruen et al., 2000; Fullerton, 2003; Johnson et al., 2006; Rollers & Piccoli, 2010). This research aims to provide a solution for more Cimahi City residents, because resident satisfaction is low compared to cities in the province of Indonesia, the Cimahi City government needs to understand the factors that can increase it. This research shows that leisure & shopping facilities, social environment, and community services directly influence resident satisfaction. Also, leisure & shopping facilities and community services influence continuance resident commitment through resident satisfaction.

First, the Cimahi City government can design programs that are relevant to the development of leisure & shopping facilities. The size of leisure & shopping facilities consists of the availability of good restaurants, complete shopping centers, and beautiful park settings. To provide a good restaurant, the Cimahi City government can collaborate with restaurateurs to establish eating places that preserve and promote the typical culinary delights of Cimahi City. Offering local culinary experiences to customers is the

key for local businesses to gain competitive advantage, the satisfaction of city residents, economic benefits to city residents, and maintaining city identity (Temizel, 2024 and Tang & Jones, 2006). In supporting these efforts, the city government and restaurant owners are advised to contribute to introducing and promoting restaurants that offer typical Cimahi City food through social media and influencer assistance, carry out developments both in terms of processing, raw materials, and services that comply with standards, as well as researching several local culinary delights which come from other areas of Cimahi City to be studied first through studies business worthed. Then, to provide a complete shopping center in Cimahi, such as mini markets, supermarkets, hypermarkets, and city government department stores, working with shopping center owners/investors to provide accessible permits place of business if the business can fulfill the aspects of the business feasibility study and provide a positive impact on economic growth and increase employment opportunities for townspeople. A good business feasibility study report can be an offer to the government city to contribute funding so that it will attract the attention of the investors to establish shopping centers throughout the Cimahi City area permanently. Pay attention to Cimahi City Regional Regulation Number 8 of 2016, this regulation explained that the existence of shopping centers needs to be adjusted to the conditions, needs, and socio-economic characteristics of city residents to achieve a balance in providing services to fulfill the needs of Cimahi City residents. The program is also proposed by Sofyan et al. (2013) and Rizal (2015), who state that a complete shopping center is part of the facilities provided by service providers to optimally fulfill the needs of city residents and provide maximum satisfaction. If the city government and shopping centre owners can meet the needs of city residents, this will help increase profits and the sustainability of the shopping centre (Kurniawan & Monica, 2022). Next, to arrange beautiful city parks, the city government is advised to hold a program planting vegetation and arranging exterior or garden equipment. The program is appropriate as stated by Kusmawati & Hindersah (2021) that planting vegetation such as mahogany, albizzia, kihujan, teak, lamtoro, and jackfruit can reduce waterlogging on urban forest land. The expert also explained that the exterior arrangements, like increasing the number of park chairs, improving parking lots, installing park lights, constructing waste storage tanks, and constructing public toilets, need attention because they are closely related to park maintenance and visitor activities.

This is also supported by Liu & Xiao (2021), who stated that the arrangement of city parks' beauty plays a vital role in maintaining physical and psychological well-being and influencing city residents' health satisfaction. In carrying out this, the Cimahi City government can collaborate with an expert in urban planning and vegetation.

Second, the Cimahi City government can design programs relevant to the social environment's development. The social environment's size consists of friendly, safe, and clean people. Cimahi City government is one of the stakeholders that act as initiators and coordinators in community formation to guide existing communities (Kusumatantya, 2013). Thus, the city government can form active communities that focus on the environment, such as the green village community, which plays a role in organizing and greening residential environments, as well as providing education about the importance of green spaces for health and quality of life. Apart from that, there are also community waste banks and patrol communities that work with legal authorities to help take firm action against violations of norms and rules that apply in society, such as throwing away littering vandalism, and thuggery. The city government can offer various benefits that suit city residents' needs to increase interest in joining the community. Thus, forming this community helps increase participation and awareness of concerned citizens about the environment and encourages harmonious social interaction and a sense of togetherness between harmonious communities.

Third, the Cimahi City government can design programs relevant to community service development. The size of community services consists of public transportation quality, quality health facility services, quality educational facility services, and quality worship facilities. To provide transportation quality public, the city government can build transportation network infrastructure in the form of Transit-Oriented Development (TOD). Implementing TOD is part of the strategy of sustainable urban planning using priority land use planning pedestrian crossings and placing centers or activity centers that are interconnected connected to transit point locations, which are expected to reduce modal use of private transportation, improving people's quality of life, reducing transportation costs, as well as reducing negative environmental impacts and traffic congestion (PUPR, 2020 and Handayeni & Ariastita, 2014). In this way, the Cimahi City government can build infrastructure such as bus stops, bus terminals, and train stations, as well as design and supervise maintenance regulations so that city residents

feel comfortable and safe. Apart from that, it is necessary to cooperate between management and city government in coordinating resources available by providing training for workers who have expertise in operating transportation, training related to providing services by standards, and the existence of strict regulations regarding the selection of transportation that is still suitable for operation hen, based on PP no. 3 of 2003 concerning policies and strategies for developing e-government is proof of the government's seriousness in improving service quality electronic-based, including those related to health information services. So, this is to improve the quality of health facility services the city government provides. It is best to continue to hold educational programs related to the use of e-government in the health field for the broader community, especially for those with limited access to information and communication technology. Online-based health information services must display features that are easy to understand and use language that is easy to understand and responsive to suggestions and input. Apart from that, the city government must also ensure the availability of suitable facilities, infrastructure, and resources for healthy people, such as doctors, who have good competence and sufficient numbers in every service facility. Furthermore, to improve educational facility services quality city governments need to pay attention to equitable educational infrastructure; such as the availability of adequate classroom there is access to information technology and communications (internet, computer, and projector); complete facilities and infrastructure (clean water, sanitation, and electricity); adequate learning equipment (textbooks, stationery, and equipment laboratory); easy access for all students including those with disabilities disability; even distribution of teaching staff throughout the region; including in the isolated areas; and a curriculum that is in line with the needs and developments of the times. Then, efforts that the city government can make to improve the quality of facilities for worship, namely by building supporting infrastructure (easily accessible roads and adequate parking space); Availability of complete and appropriate worship equipment needed for religious venues; facilities for people with disabilities (ramps, lifts and special toilets) so they can worship comfortably; Guaranteed security with security and CCTV cameras; availability of adequate rubbish bins; spacious prayer room and comfortable with good ventilation and lighting, and the availability of clean water and electricity adequate.

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IMAGES, GRAPHICS, AND TABLES

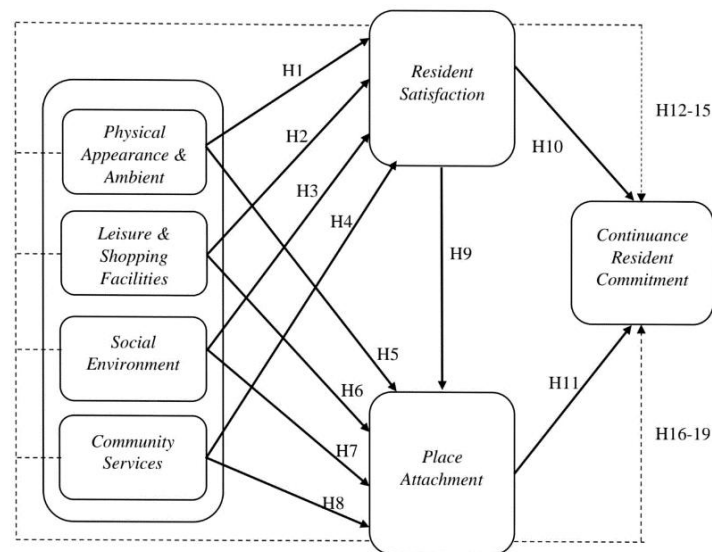


Figure 1. Conceptual Model of the Influence of Place Image on Continuance Resident Commitment Mediated by Resident Satisfaction and Place Attachment

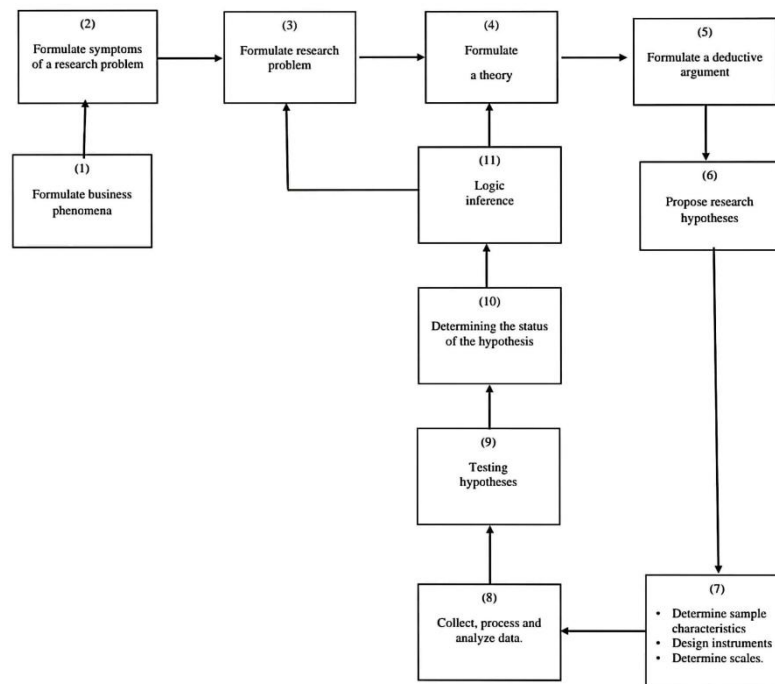


Figure 2. Survey Research Design
Source: Effendi & Tukiran (2012)

Table 1. Variable Operationalization

Variables Their Definitions	Dimensions & Definitions	Indicator	Source
Place image is defined as a psychological construct that includes all beliefs, ideas, and impressions held by residents of the city where they live	Physical appearance and ambient are the perceptions of city residents about the physical appearance of the town, such as views and building architecture, as well as the quality of the city environment, which includes air and weather, in fulfilling the quality of life of city residents.	City residents' impressions of the beautiful scenery of Cimahi City.	Stylidis et al. (2014) and Tournois & Rollero (2020).
		City residents' impressions of the exciting architecture of historical buildings in Cimahi City.	
		City residents' impressions of the cool air in Cimahi City.	
		City residents' impressions about the comfortable temperatures in Cimahi City.	
	Leisure and shopping facilities is the view of city residents regarding entertainment, shopping, and recreation facilities that play a role in fulfilling the quality of life of city residents.	City residents' impressions about the excellent availability of restaurants in Cimahi City.	Stylidis et al. (2014) dan Han et al. (2020).
		City residents' impressions of the complete shopping center in Cimahi City.	
		Cits residents' impressions of the beauty of the park arrangements in Cimahi City.	
	The social environment is the perception of city residents about social factors and environmental conditions, including the friendliness of the surrounding community and the environment's safety and cleanliness, making them feel comfortable living in the city.	City residents' impressions of the friendly people of Cimahi City.	Stylidis et al. (2014) dan Serra et al. (2015).
		City residents' impressions about the safe environment in Cimahi City.	
		City residents' impressions of the clean environment in Cimahi City.	

	Community services are the views of city residents regarding the city government's efforts to provide public services and facilities in terms of public transportation, health, education, and worship to improve city residents' welfare.	City residents' impressions about the quality of public transportation in Cimahi City.	Stylidis et al. (2014) dan Zhang & Li (2022).
		City residents' impression of the quality of health services facilities in Cimahi City.	
		City residents' impressions about the quality of educational facility services in Cimahi City.	
		City residents' impressions about the quality of worship facilities in Cimahi City.	
Resident satisfaction is a comparison that indicates the reality city residents feel and their expectations.	-	The feelings of city residents about living conditions that correspond to ideals.	Zhang & Li (2022).
		City residents' feelings about whether living conditions are going well.	
		City residents' feelings about choosing to live in Cimahi City.	
Place attachment is a psychological condition in which city residents have an emotional attachment that forms a special meaning for the city where they live.	-	Citizens' feelings of respect for Cimahi City.	Zhang & Li (2022).
		Feelings of pride among residents living in Cimahi City.	
		The residents' feelings of love for Cimahi City.	
Continuance resident commitment is a form of dependence felt by city residents with their city their stay is due to rational & economic considerations regarding the benefits obtained.	-	The willingness of residents to choose a career in Cimahi City.	Tumois & Rollero (2020).
		Citizens will establish relations with the people of Cimahi City.	
		The desire of residents to live in Cimahi City.	

Table 1. Loading Factor and Composite Reliability Values

Variabel Manifest	Loading Factor	Composite Reliability
Physical Appearance and Ambient (PAA)		0.941
The view of Cimahi City looks beautiful	0.890	
The architecture of historical buildings in Cimahi City is fascinating	0.931	
The air in Cimahi City feels cool	0.883	
The temperature in Cimahi City feels comfortable	0.872	
Leisure and Shopping Facilities (LSF)		0.927
The availability of restaurants in Cimahi City is good	0.928	
The shopping center in Cimahi City is complete	0.898	
The park settings in Cimahi City are beautiful	0.870	
Social Environment (SE)		0.917
The people in Cimahi City are friendly	0.906	
The environment in Cimahi City is safe	0.885	
The environment in Cimahi City is clean	0.870	
Community Services (CS)		0.928
Quality public transportation in Cimahi City	0.885	
Quality health facility services in Cimahi City	0.902	
Quality educational facility services in Cimahi City	0.842	
Quality worship facilities in Cimahi City	0.866	
Resident Satisfaction (RS)		0.922
My living conditions in Cimahi City are by my dreams	0.881	

My living conditions in Cimahi City are going well	0.898	
My choice to live in Cimahi City was right	0.900	
Place Attachment (PA)		0.930
I appreciate Cimahi City	0.936	
I feel proud to live in Cimahi City	0.884	
I feel like I love Cimahi City	0.890	
Continuance Resident Commitment (CAA)		0.923
I chose a career in Cimahi City	0.864	
I have established relationships with the people of Cimahi City	0.880	
I live in Cimahi City	0.936	

Source: SEM-PLS Version 3.0 Output (Primary data, 2024)

Table 2. Cross Loading Values

Symbol Size	Physical Appearance & Ambient	Leisure & Shopping Facilities	Social Environment	Community Services	Resident Satisfaction	Place Attachment	Continuance Resident Commitment
	(PAA)	(LSF)	(SE)	(CS)	(RS)	(PA)	(CRC)
PAA_1	0.890	0.839	0.815	0.800	0.807	0.837	0.790
PAA_2	0.931	0.900	0.874	0.848	0.843	0.838	0.826
PAA_3	0.883	0.844	0.842	0.849	0.829	0.827	0.839
PAA_4	0.872	0.827	0.816	0.837	0.804	0.837	0.811
LSF_1	0.880	0.928	0.870	0.844	0.855	0.836	0.839
LSF_2	0.848	0.898	0.854	0.827	0.820	0.793	0.808
LSF_3	0.843	0.870	0.795	0.867	0.833	0.882	0.836
SE_1	0.825	0.832	0.906	0.809	0.807	0.813	0.787
SE_2	0.827	0.819	0.885	0.781	0.803	0.774	0.791
SE_3	0.837	0.832	0.870	0.840	0.815	0.834	0.815
CS_1	0.866	0.878	0.856	0.885	0.832	0.826	0.825
CS_2	0.800	0.819	0.788	0.902	0.806	0.806	0.808
CS_3	0.789	0.803	0.755	0.842	0.786	0.848	0.806
CS_4	0.801	0.791	0.793	0.866	0.811	0.827	0.798
RS_1	0.839	0.829	0.849	0.789	0.881	0.810	0.810
RS_2	0.796	0.808	0.792	0.836	0.898	0.834	0.830
RS_3	0.825	0.855	0.802	0.855	0.900	0.861	0.873
PA_1	0.921	0.905	0.909	0.902	0.897	0.936	0.898
PA_2	0.803	0.808	0.765	0.826	0.812	0.884	0.820
PA_3	0.802	0.811	0.789	0.835	0.824	0.890	0.823
CRC_1	0.779	0.795	0.780	0.782	0.816	0.796	0.864
CRC_2	0.796	0.807	0.776	0.846	0.821	0.845	0.880
CRC_3	0.872	0.869	0.855	0.855	0.878	0.875	0.936

Source: SEM-PLS Version 3.0 Output (Primary data, 2024)

Table 3. Respondent Profile

Information	Amount	
	Percentage	People
Gender		
Man	61	34%
Woman	119	66%
Age		
22-26 years old	93	52%
27-31 years old	33	18%
> 31 years	54	30%
Educational background		
SMP/equivalent	3	2%
SMA/SMK/equivalent	101	56%

S1	62	34%
Other	14	8%
Work		
Civil servants	38	21%
Businessman	39	22%
Private sector employee	70	39%
Other	33	18%
Income per month		
<Rp. 1.000.000	44	24%
Rp. 1.000.000-Rp. 3.000.000	58	32%
Rp. 3.000.000-Rp. 5.000.000	47	26%
>Rp. 5.000.000	31	17%

Source: Google form output (Primary data, 2024)

Table 4. S Statistical Hypothesis Test Results

Hypothesis Description		Path Coefficient	T-Statistic	P-Value	Information
H1	PAA → RS	0.111	0.997	0.319	Not supported
H2	LSF → RS	0.310	2.143	0.032	Supported
H3	SE → RS	0.203	2.072	0.038	Supported
H4	CS → RS	0.344	4.358	0.000	Supported
H5	PAA → PA	0.230	2.505	0.012	Supported
H6	LSF → PA	0.039	0.308	0.758	Not supported
H7	SE → PA	0.026	0.369	0.712	Not supported
H8	CS → PA	0.395	4.163	0.000	Supported
H9	RS → PA	0.298	3.302	0.001	Supported
H10	RS → CRC	0.481	4.732	0.000	Supported
H11	PA → CRC	0.489	4.667	0.000	Supported
H12	PAA → RS → CRC	0.053	0.965	0.335	Not supported
H13	LSF → RS → CRC	0.149	1.980	0.048	Supported
H14	SE → RS → CRC	0.098	0.761	0.078	Not supported
H15	CS → RS → CRC	0.166	3.465	0.001	Supported
H16	PAA → PA → CRC	0.113	2.378	0.017	Supported
H17	LSF → PA → CRC	0.019	0.300	0.764	Not supported
H18	SE → PA → CRC	0.013	0.359	0.719	Not supported
H19	CS → PA → CRC	0.193	3.194	0.001	Supported

Source: SEM-PLS Version 3.0 Output (Primary data, 2024)