

Analisis faktor faktor pembentuk brand attitude penduduk kota satelit atas citra sebuah kota dan intention to continue living penduduk kota studi kasus kota depok dan kota bogor = Analysis of factors that have an effect on city brand attitude toward satellite city s brand image and intention to continue living of residents case study depok city and bogor city

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Abstrak

Kota satelit merupakan kota penyangga kota metropolitan dimana kota tersebut terbentuk seiring dengan perkembangan yang terjadi di kota metropolitan. Penelitian ini bertujuan untuk mencari faktor-faktor apa saja yang mempengaruhi sikap penduduk Kota Depok dan Kota Bogor dan apakah sikap itu mempengaruhi niat penduduk untuk tetap tinggal di kota tersebut. Sampel pada penelitian ini adalah para pendatang yang tinggal di Kota Depok dan Kota Bogor yang bekerja di Kota Jakarta. Data yang diperoleh diolah dengan metode Structural Equation Modelling Partially Least Square.

Hasil penelitian menunjukkan bahwa di Kota Depok shopping dan social bonding berpengaruh positif terhadap City Brand attitude. Sementara itu hasil di kota Bogor, menunjukkan hanya social bonding yang berpengaruh terhadap City Brand attitude. Hasil penelitian lebih lanjut menunjukkan bahwa terdapat pengaruh positif antara City Brand attitude terhadap intention to continue living penduduk di kota satelit baik di Kota Depok maupun di Kota Bogor.

.....Satellite cities are supporting cities of the major city such as Depok and Bogor for Jakarta The goal of this research is to look for factors that affect city brand attitude toward satellite City Brand image and need to find whether there is positive effect between City Brand attitude to the intention to continue living in the cities especially for those who live in Depok City and Bogor City Sample of this research was incomer residents who live in Depok and Bogor and work in Jakarta Data were gathered and analyzed using Structural Equation Modelling Partially Least Square.

The findings of this research shows that there was a positive and significant effect between shopping and social bonding to the city brand attitude in Depok City Meanwhile only social bonding that has a positive and significant effect to the city brand attitude in Bogor City Moreover both Depok and Bogor City has a same result that there was a positive and significant effect between city brand attitude and intention to continue living in the city.