

**MODEL PENINGKATAN *SMART CITY BRANDING*
MELALUI *BEHAVIOURAL ECO INTENTIONS*
KOTA BESAR DI PULAU JAWA DAN BALI**

DISERTASI



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UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh
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**LEMBAR PENGESAHAN
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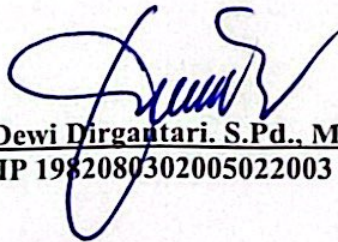
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ABSTRAK

Neng Susi Susilawati Sugiana, 2211167. Model Pengembangan *Smart City Branding* berbasis *Green Eco-Friendly* di Pulau Jawa dan Bali. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Puspo Dewi Dirgantari, S.Pd., M.T., M.M. Dr. Bambang Widjajanta.

Smart City Branding merupakan kota dengan seperangkat fasilitas yang canggih dan memadai untuk digunakan dalam kegiatan penduduknya, namun hal ini belum terealisasi dengan baik pada Kota besar di Pulau Jawa dan Bali. Penelitian ini bertujuan mengembangkan penerapan niat perilaku ramah lingkungan dalam menciptakan keterlibatan publik untuk memperkuat citra kota pintar. Selain itu, niat perilaku ramah lingkungan dikembangkan sebagai respons terhadap keterbatasan teori ramah lingkungan dalam lingkup niat perilaku yang masih inkonsisten dan belum memadai secara konseptual dan fungsional. Dimensi yang dikembangkan meliputi kognitif, afektif (emosional), dan perilaku. Penelitian ini juga bertujuan untuk mengembangkan dan menguji model behavioral eco-intentions yang disintesis dari Theory of Planned Behavior. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data menggunakan *Cluster Sampling*. Pengumpulan data dilakukan melalui kuesioner dengan ukuran sampel sebanyak 348 orang. Analisis data menggunakan pemodelan *Structural Equation Modeling* atau SEM. Hasil penelitian menunjukkan bahwa prinsip ramah lingkungan memiliki pengaruh signifikan terhadap niat perilaku ramah lingkungan, yang pada gilirannya memperkuat citra kota pintar, dan berimplikasi dalam meningkatkan keterlibatan publik, yang sangat penting dalam keberhasilan inisiatif kota pintar, khususnya dalam kebijakan partisipasi publik terkait pembangunan infrastruktur berkelanjutan. Selain itu, *behavioral eco intentions* meningkatkan keterlibatan publik, yang esensial untuk keberhasilan inisiatif *smart city*, terutama dalam kebijakan partisipasi publik pada pembangunan infrastruktur hijau di Kota besar Pulau Jawa dan Bali.

Kata kunci: *Smart City Branding, Behavioural Eco-Intentions, Green Eco-Friendly, Public Engagment. Smart City.*

ABSTRACT

Neng Susi Susilawati Sugiana, 2211167. A Model for Enhancing Smart City Branding Based on Green Eco-Friendly Principles in Java and Bali. Under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.; Dr. Bambang Widjajanta, M.M.

Smart City Branding refers to cities with a set of advanced and adequate facilities for use by their inhabitants. However, this has not been fully realized in major cities on the islands of Java and Bali. This research aims to develop the application of eco-friendly behavioral intentions to create public engagement and strengthen the image of smart cities. Additionally, eco-friendly behavioral intentions are developed in response to the limitations of environmental theories in the realm of behavioral intentions, which remain inconsistent and insufficient both conceptually and functionally. The dimensions developed include cognitive, affective (emotional), and behavioral aspects. This study also aims to develop and test a model of behavioral eco-intentions synthesized from the Theory of Planned Behavior. A quantitative method was used, with data collection employing cluster sampling techniques. Data were gathered through questionnaires with a sample size of 348 respondents. Data analysis was conducted using Structural Equation Modeling (SEM). The findings indicate that eco-friendly principles significantly influence eco-friendly behavioral intentions, which, in turn, enhance the image of smart cities. This also has implications for increasing public engagement, which is crucial for the success of smart city initiatives, particularly in public participation policies related to sustainable infrastructure development. Furthermore, behavioral eco-intentions enhance public engagement, essential for the success of smart city initiatives, especially in public participation policies concerning green infrastructure development in major cities on the islands of Java and Bali.

Keywords: smart city Branding, Behavioral Eco-Intentions, Green Eco-Friendly, Public Engagement, Smart City.

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