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Analysis of the Influence of Business Opportunities, Shopping, Transportation, Safety, Clean Environment, and Government Services on City Brand Attitude and Intention to Continue Living Satellite City Population

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Abstract

Satellite cities are supporting cities of the major city, such as Gresik, Sidoarjo and Surabaya. 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 Gresik City and Sidoarjo City. Sample of this research was incomer residents who live in Gresik and Sidoarjo and work in Surabaya.

Data were gathered and analyzed using Structural Equation Modelling – AMOS. The findings of this research shows that there was a positive and significant effect between business opportunity and clean environment to the city brand attitude in satellite cities. Moreover, both Gresik and Sidoarjo 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. The discussion begins with descriptive statistical results that aims to understand the profile of the respondents used in this study. Followed by a discussion of the research instruments testing that includes testing the validity and reliabilities. This is done to ensure the research data obtained, so that quality can be significantly justified.

Then followed by analysis goodness of fit criteria and their research model is a discussion of the results testing Structural Equation Modelling (SEM), which aims to clarify the relationship between the hypothesized variables. Profile of respondents aim to know the characteristics of respondents. Respondents in this study were residents of suburbs around the city of Surabaya. Respondents from the study will be profile based on gender, age, education, past employment, and monthly expenditure. In the discussion of the research results, will explain the test results the hypothesized relationship between the variables. Thus, there are ten (10) a discussion that will be explained. Here's an explanation for each of the hypothesized relationship between the variables.

Keywords: Satellite Cities, City Brand attitude, City Brand attribtee, Intention to living

