

The Critical Role of Cultural Perception, Social Perception, and Social Safety on Altruistic Behaviour Among Bandung Residents: Resident Commitment and Life Satisfaction as Mediators

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Keywords:

Cultural perception, social perception, social trust, social safety, resident commitment, life satisfaction, altruistic behaviour

Abstract

This study aims to analyze the influence of cultural perception, social perception, social trust, and social safety on altruistic behavior through resident commitment and life satisfaction in the residents of the city of Bandung. This research is based on social exchange theory and subjective well-being theory to explain how citizens' perception of the social and cultural environment affects altruistic behavior. The study used a survey method with a quantitative approach involving 148 residents of the city of Bandung. Data was collected through questionnaires and analyzed using partial least squares structural equation modeling. The results showed that resident commitment was proven to mediate the influence of cultural perception, social perception, and social safety on altruistic behavior, while life satisfaction mediated the influence of social safety on altruistic behavior. The novelty of this research lies in the development of a conceptual model based on social exchange theory through the replacement of the dimensions of economic perception, environmental perception, and infrastructure perception with social trust and social safety, as well as the addition of life satisfaction as a mediating variable adopted from subjective well-being theory. The results of this research are expected to be an input for the Bandung City government to prioritize improving social safety, followed by cultural perception, then social perception to increase altruistic behavior of Bandung City residents. The findings of this study provide an opportunity to develop a conceptual model through testing variables and other theoretical perspectives to test factors that can increase altruistic behavior.

INTRODUCTION

The dense routine of people in urban areas with a high level of activity can cause a person to feel bored, tired, and lose interest in certain activities or situations. (Leuwol & Sibarani, 2020) This condition encourages the need for an urban environment that is able to improve the quality of life of the community. In urban development, public perception is an important indicator of development success because it reflects various aspects of citizens' lives that support the realization of a livable city for its residents. (Hisyam et al., 2023) West Java is one of the provinces in Indonesia with a population that continues to grow from year to year. In 2025, the population in West Java will be 50.8 million people, this figure increased from 48.27 million people in 2020 (Central Bureau of Statistics, 2025). The Indonesian Central Statistics Agency (BPS) presents data on the happiness index of citizens from 38 provinces in Indonesia where West Java occupies the fifth lowest position in Indonesia. West Java's happiness index is 70.23 with a national average of 71.49 which indicates that the population of West Java has a below-average happiness level. BPS measures the happiness index based on aspects of *life satisfaction*, *affect*, and *eudaimonic*. (Central

Statistics Agency, 2021) *Eudaimonic* means a good and meaningful life through the practice of virtue and the optimal use of ratios. The happiness felt reflects positive behavior to help others without expecting anything in return. Therefore, the low happiness index of the residents of the city of Bandung can reflect the low (Ryan et al., 2008) (Garini & Ernawadi, 2024) *altruistic behavior* of the residents of the city. This research is aimed at providing solutions to problems for the Bandung City government to improve *the altruistic behavior* of city residents in the future.

To fulfill the purpose of this research, *social exchange theory* (SET) is proposed as the main basis in formulating a conceptual model. SET was introduced by 1961 which originated from the discipline of sociology. SET views human behavior as a response to stimuli that tend to be repeated when producing valuable and beneficial rewards for the individual. In Homans theory, George C Homans *stimulus* is a state of situational stimulus that goes beyond or joins an individual's performance and is related to the possibility of obtaining a *reward*. *Response* refers to actions taken by individuals in reaction to the *stimulus* they receive. Meanwhile, rewards are outcomes that are perceived as valuable by individuals, so they can affect affective processes and encourage the emergence of certain behavioral responses. SET has been applied in research in various disciplines, such as in research in the field of health sciences by) the field of educational disciplines by, as well as the field of marketing disciplines by The broad use of SET demonstrates its ability to explain a wide range of individual behaviors that arise in response to the benefits derived from social interactions. Furthermore, in the context of place marketing, SET is used by in urban marketing research in Xijiang Miao Village, in urban marketing research in Bukittinggi City, in urban marketing research in Jakarta City, in urban marketing research in Tasikmalaya City. Zhang et al. (2025) Hidayat et al. (2024) Maulidia et al. (2024) Tang et al. (2021) Rahman et al. (2024) Sari & Ernawadi (2024) Nashirasanti & Ernawadi (2025)

This research develops a conceptual model that refers to Nashirasanti & Ernawadi (2025) in operationalizing SET concepts at the empirical level. The development of the conceptual model is based on SET as a theoretical basis to explain the formation of social behavior. The theory was first introduced by Homans in 1961 in the field of sociology which explains that mutually beneficial social interaction will have an impact on the onset of positive emotions followed by commitment (Ernawadi, 2025) . A set of postulates 1 from the SET that includes the postulates of stimulus, success, and value explains that social behaviors are formed through positive experiences in the past, the success of previous actions, and the value or benefits obtained from the results of social interactions in their environment. When an individual repeatedly receives a reward that is of high value to him, the individual tends to maintain and repeat the action consistently in his or her social interactions. Based on the collection of postulate 1, this study positions *cultural perception*, *social perception*, *social safety* and *social trust* as perceived stimulus. *Cultural perception* is the perception of citizens related to the acceptance, appreciation, and preservation of customs, customs, and traditions in the community. (Fanani et al., 2023) *Social perception* is the perception of citizens towards harmony and mutual respect between communities. (Liu et al., 2022) *Social trust* is citizens' perception of the level of trust between individuals in society, which is reflected in the belief that fellow members of society will act honestly, fairly, reliably, and not harm other parties in social (Justwan et al., 2018) interactions. *Social safety* is the perception of citizens of the level of security in social life, that is, the extent to which individuals feel protected from threats, conflicts, or harmful social behaviors, and feel comfortable and safe in interacting with fellow members of society. Previous research has shown that (Slavich et al., 2023) *cultural perception* has a positive effect on *resident commitment* (Garini & Ernawadi, 2024). *Social perception* has a positive

effect on *resident commitment* (Nashirasanti & Ernawadi, 2025). Meanwhile, *social trust* and *social safety* have not been found to be related to *resident commitment*, so it is a novelty in this study. From the above description, the following hypothesis is proposed:

- H1: *Cultural perception* has a positive effect on *resident commitment*.
- H2: *Social perception* has a positive effect on *resident commitment*.
- H3: *Social safety* has a positive effect on *resident commitment*.
- H4: *Social trust* has a positive effect on *resident commitment*.

In addition to expanding the study of factors that affect *resident commitment*, this study also proposes novelty by including *life satisfaction* as a variable in the research model. This novelty is based on the *postulate of subjective well-being theory* () which explains that the subjective well-being of individuals is formed from cognitive evaluation of their life as well as affective responses to life experiences. Life satisfaction is an individual's global cognitive evaluation of his or her life based on a subjective assessment of the life conditions experienced. This evaluation appears to be influenced by an individual's perception of the social and cultural environment in which the individual interacts. Positive perceptions of cultural values, social harmony, level of trust, and a sense of security in life in the community will improve the quality of life experience which can encourage the formation of Diener & Suh, 2000 (Diener et al., 1985) *life satisfaction*. Until now, *cultural perception*, *social perception*, *social trust*, and *social safety* have not been found to be related to *life satisfaction*, so it is a novelty in this study. From the above description, the following hypothesis is proposed:

- H5: *Cultural perception* has a positive effect on *life satisfaction*.
- H6: *Social perception* has a positive effect on *life satisfaction*.
- H7: *Social safety* has a positive effect on *life satisfaction*.
- H8: *Social trust* has a positive effect on *life satisfaction*.

Postulate 2 of the SET consisting of deprivation-saturation, aggression-consent, and rationality describes how individuals assess social rewards, respond to non-conforming expectations, and make decisions based on the comparison of rewards and costs. Based on the collection of postulate 2, this study positions *resident commitment* and *life satisfaction* as stimuli that are felt in the form of positive feelings when the benefits felt are proportional to or greater than desired. *Resident commitment* is a strong desire and feeling of attachment to the community or environment in which he or she lives, which is reflected in a sense of belonging, pride, and desire to contribute and participate sustainably in the development of the city. (Tang et al., 2021) *Life satisfaction* is a comprehensive cognitive assessment that an individual makes of his or her quality of life based on criteria or standards set by the individual. Previous research has found that (Diener et al., 1985) *resident commitment* has an effect on *altruistic behavior* (Garini & Ernawadi, 2024). Meanwhile, *life satisfaction* has not been found to be related to *altruistic behavior*. Based on the above description, the following hypothesis is proposed:

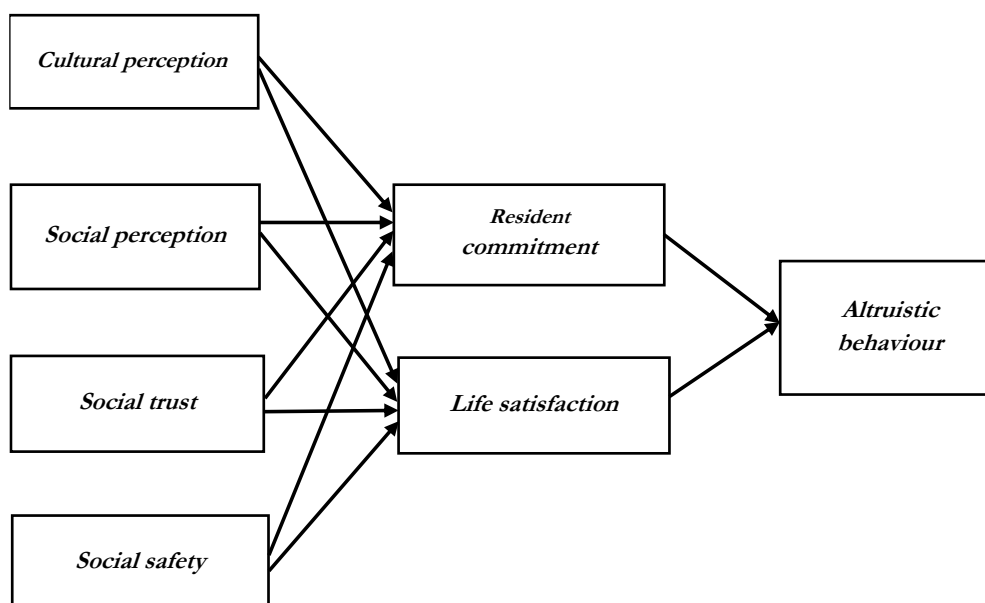
- H9: *Resident commitment* has a positive effect on *altruistic behavior*.
- H1: *Life satisfaction* has a positive effect on *altruistic behavior*.

By integrating the two sets of postulates, the positive perception of the social and cultural environment reflected through *cultural perception*, *social perception*, *social safety*, and *social trust* is understood as an initial stimulus that forms a valuable social experience for the individual. This experience is then evaluated rationally and emotionally through *resident commitment* and *life satisfaction*, which ultimately encourages individuals to display *altruistic behavior* as a form of repetition of social

actions that are perceived to provide benefits and meaning. *Altruistic behavior* is behavior that aims to improve the well-being of others without expecting personal rewards or gains. Based on the above description, the following hypothesis is proposed:

- H11: *Resident commitment* plays a role in mediating the influence of *cultural perception* on *altruistic behavior*.
- H12: *Resident commitment* plays a role in mediating the influence of *social perception* on *altruistic behavior*.
- H13: *Resident commitment* plays a role in mediating the influence of *social trust* on *altruistic behavior*.
- H14: *Resident commitment* plays a role in mediating the influence of *social safety* on *altruistic behavior*.
- H15: *Life satisfaction* plays a role in mediating the influence of *cultural perception* on *altruistic behavior*.
- H16: *Life satisfaction* plays a role in mediating the influence of *social perception* on *altruistic behavior*.
- H17: *Life satisfaction* plays a role in mediating the influence of *social trust* on *altruistic behavior*.
- H18: *Life satisfaction* plays a role in mediating the influence of *social safety* on *altruistic behavior*.

Based on the description of the influence *Cultural Perception*, *Social Perception*, *Social Trust*, and *altruistic behaviour* through *Resident commitment* and *Life Satisfaction* Therefore, the following conceptual model can be proposed:



METHODS

This study uses a quantitative approach with a survey method defined as a research approach

Image 1 Conceptual Model

that collects data from a sample using a questionnaire to test causal relationships and test research hypotheses. The questionnaire used to collect data in this study was categorized as valid and reliable both based on semantic tests and external models. The population in this study is people who live in the city of Bandung, while the research sample consists of residents of the city of Bandung who are at least 17 years old, domiciled and active in the city of Bandung, and have lived in the city of Bandung for at least five years. Respondents were selected using *the purposive sampling* technique, which is one of *the non-probability sampling techniques* and was collected through the distribution

of *online* questionnaires. This study uses a *cross-sectional* design, where data is collected over a period of time to obtain respondents' perceptions of the variables studied. Based on the data collection process, 148 respondents were obtained who were dominated by women (70.3%), aged 17-25 years (77%), working (43.2%) and already living in the city of Bandung >15 years (62.2%) as presented in the appendix to table 1.

Data analysis was carried out using *partial least squares structural equation modeling* (PLS-SEM) with the help of SmartPLS software version 3.0. Structural model significance testing was carried out through a *bootstrapping* procedure with 500 subsamples. According to PLS-SEM, it is a variance-based analysis technique used to test causal relationships between latent variables and predict research models. Evaluation of the measurement model (Hair et al. (2021) *outer model*) is carried out through *convergent validity*, *discriminant validity*, and *composite reliability* tests to ensure the validity and reliability of the research construct. The results of the evaluation showed that all indicators met the *convergent validity* criteria with a *loading factor* value of ≥ 0.7 , and a *composite reliability* value of ≥ 0.7 as presented in the appendix in table 2. Then the *discriminant validity* test is evaluated using the *fornell-larcker* criterion to ensure that each construct is able to measure a concept that is different from the other. According to Hair et al. (2021), *discriminant validity* is stated to be fulfilled if the square root value of the *average variance extracted* in each construct is greater than the correlation value between the construct and other constructs. Based on the test results, all constructs meet these criteria, as presented in the appendix to table 3. Furthermore, the evaluation of the structural model (*inner model*) was carried out through AVE and AVE *root square* testing, where all constructs in this study have met the *criteria of convergent validity* and *discriminant validity* as presented in the appendix to table 4. Then the evaluation of the structural model (*inner model*) is also carried out through *f-square* testing, *goodness of fit*, and hypothesis testing.

RESULTS AND DISCUSSION

Before testing the hypothesis, an evaluation of the feasibility of the research model was first carried out using *goodness of fit* (GoF) to assess the level of overall model suitability. based on the criteria the GoF value of ≥ 0.10 showed a small suitability, ≥ 0.25 medium suitability, and ≥ 0.36 large suitability. The results of the GoF test are presented in the following table: Wetzels et al. (2009)

Table 5 *Goodness of Fit*

Variable	AVE	R-Square
Cultural Perception (CP)	.781	
Social Perception (SP)	.691	
Social Trust (ST)	.860	
Social Safety (SS)	.799	
Resident Commitment (RC)	.760	.422
Life Satisfaction (LS)	.887	.661
Altruistic Behaviour (AB)	.812	.441
Average	.798	.508

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

$$\text{GoF value} = \sqrt{\text{Average AVE} \times \text{Average R-Square}}$$

$$\text{GoF value} = \sqrt{0.798 \times 0.508}$$

$$\text{GoF value} = 0.637$$

Based on the table above, the GoF value obtained from the calculation is 0.637, indicating that the combined performance of the *outer model* and *inner model* in this study is included in the category of large GoF. So, hypothesis testing can be done using SmartPLS version 3.0. The next stage is to evaluate the effect size using the value of f^2 to determine the magnitude of the influence of each independent variable on the dependent variable. Referring to Hardisman (2021), the f^2 value is categorized as having no effect if <0.02 , small effect if $0.02-0.15$, moderate effect if $0.15-0.35$, and large effect if >0.35 . The results of the F-Square test are presented in the table below:

Table 6 F-Square

Variable	CP	SP	ST	SS	RC	LS	AB
Cultural Perception (CP)					.056	.006	
Social Perception (SP)					.054	.015	
Social Trust (ST)					.012	.000	
Social Safety (SS)					.075	.941	
Resident Commitment (RC)							.294
Life Satisfaction (LS)							.088
Altruistic Behaviour (AB)							

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Based on the results of the f^2 test presented in table 2, it was found that the amount of contribution of each relationship varied, ranging from no effect to effect. The test results showed that the value of f^2 *cultural perception* 0.056, *social perception* 0.054, and *social safety* 0.075 contributed to *resident commitment*. These findings show that three variables play a role in increasing citizens' commitment to the city of Bandung, but their influence has not yet become the dominant factor. In contrast, *social trust* only has an f^2 value of 0.012 so it does not make a meaningful contribution to *resident commitment*, in line with the results of the hypothesis test that are not supported. In the *life satisfaction* variable, the value of f^2 *cultural perception* is 0.006, *social perception* is 0.015, and *social trust* is 0.000, which means that it does not make a significant contribution, even though in testing the hypothesis of the relationship *between social perception* and *life satisfaction* proved significant. This suggests that statistical significance is not always followed by a large practical contribution in explaining dependent variables. On the other hand, *social safety* contributes very much to *life satisfaction* 0.941, so it can be interpreted that a sense of security is the most dominant factor in increasing the life satisfaction of the residents of the city of Bandung. In the *altruistic behaviour* variable, *resident commitment* made a moderate contribution with f^2 0.294, which shows that emotional attachment and sense of belonging to the city are important mechanisms in encouraging altruistic behaviour. Meanwhile, *life satisfaction* only made a small contribution with f^2 0.088, so although life satisfaction had a significant effect on *altruistic behavior*, the effect was still lower than *that of resident commitment*. Furthermore, hypothesis testing was carried out to determine the direct and indirect influence between variables in the research model. The results of the hypothesis testing are presented in the table below:

Table 7 Hypothesis Test Results

Hypothesis	Description	Path Coefficient	T-statistic	P-Value	Remarks
H1	CP → RC	.223	2,230	.013	Supported
H2	SP → RC	.217	2,450	.007	Supported
H3	ST → RC	.115	1,304	.096	Not supported

H4	SS → RC	.273	3,176	.001	Supported
H5	CP → LS	.056	.921	.179	Not supported
H6	SP → LS	.087	1,666	.048	Supported
H7	ST → LS	.003	.034	.487	Not supported
H8	SS → LS	.742	11,266	.000	Supported
H9	RC → AB	.482	4,995	.000	Supported
H10	LS → AB	.265	3,067	.001	Supported
H11	CP → RC → AB	.108	2,092	.018	Supported
H12	SP → RC → AB	.104	2,157	.016	Supported
H13	ST → RC → AB	.055	1,242	.107	Not supported
H14	SS → RC → AB	.132	2,638	.004	Supported
H15	CP → LS → AB	.015	.782	.217	Not supported
H16	SP → LS → AB	.023	1,421	.078	Not supported
H17	ST → LS → AB	.001	.031	.448	Not supported
H18	SS → LS → AB	.196	3,091	.001	Supported

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Based on the results of the analysis presented in table 7, eleven of the eighteen hypotheses are supported by empirical data as shown by t-statistics and p-value ≤ 0.05 . The findings of the study show that *cultural perception*, *social perception*, and *social safety* have a positive and significant effect on *resident commitment*, which in turn increases people's *altruistic behavior*. In addition, *social perception* and *social safety* also have a positive and significant effect on *life satisfaction*, which further encourages an increase in *altruistic behavior*. The test results also showed that *resident commitment* mediated the influence of *cultural perception*, *social perception*, and *social safety* on *altruistic behavior*, while *life satisfaction* mediated the influence of *social safety* on *altruistic behavior*. These findings show that the community's positive perception of the social, cultural, and security aspects of the city is able to shape citizens' commitment and life satisfaction, which ultimately encourages the emergence of altruistic behavior.

The results of the hypothesis test showed that *resident commitment* mediated the influence of *cultural perception* on *altruistic behavior* with a path coefficient of 0.108 and a p-value of 0.018. These findings indicate that residents' positive perceptions of local culture, such as cultural preservation, appreciation for cultural values, and the city's cultural identity, are able to increase pride, belonging, and desire to remain part of the city of Bandung. This finding is in accordance with the set of postulate 1 SET which explains that individuals tend to repeat behaviors when obtaining stimuli that provide valuable benefits or rewards. These findings support the SET, which states that individuals tend to respond positively when receiving *perceived rewards* from their environment. These findings also validate research by Garini and Ernawadi (2024) which proves that *cultural perception* has a positive effect on *resident commitment*. In addition, the results of the study explain that emotional attachment, happiness, and the desire to maintain a long-term relationship with the city where they live can increase the moral responsibility of individuals in maintaining social welfare and environmental harmony, encourage involvement in mutual cooperation activities, and increase the willingness to take time and sacrifice energy for the benefit of others. These findings validate the results of research by Garini & Ernawadi (2024) which proves that *resident commitment* has a positive effect on *altruistic behavior*.

The results of the hypothesis test showed that *resident commitment* mediated the influence of *social perception* on *altruistic behavior* with a path coefficient of 0.104 and a p-value of 0.016. These

findings indicate that residents' positive perceptions of harmonious social relations, mutual respect, and solidarity between residents are able to increase their sense of pride, belonging, and desire to remain part of the City of Bandung. This finding is in accordance with the set of postulate 1 SET which explains that individuals tend to repeat behaviors when obtaining stimuli that provide valuable benefits or rewards. These findings also validate the research of Nashirasanti & Ernawadi (2025) which proves that *social perception* has a positive effect on *resident commitment*. In addition, the results of the study explain that emotional attachment, happiness, and the desire to maintain a long-term relationship with the city where they live can increase the moral responsibility of individuals in maintaining social welfare and environmental harmony, encourage involvement in mutual cooperation activities, and increase the willingness to take time and sacrifice energy for the benefit of others. These findings validate the results of research by Garini & Ernawadi (2024) which proves that *resident commitment* has a positive effect on *altruistic behavior*.

The results of the hypothesis test showed that *resident commitment* mediated the influence of *social safety* on *altruistic behavior* with a path coefficient of 0.132 and a p-value of 0.004. These findings indicate that residents' positive perceptions of low crime rates, a sense of security in activities, and protection from various social disturbances are able to increase their sense of pride, belonging, and desire to remain part of the city of Bandung. This finding is in accordance with the set of postulate 1 SET which explains that individuals tend to repeat behaviors when obtaining stimuli that provide valuable benefits or rewards. These findings support the SET, which states that individuals tend to respond positively when receiving *perceived rewards* from their environment. The results of this study also provide new empirical evidence that *social safety* is a form of *social reward* that can increase *resident commitment*, considering that this relationship has not been found in previous studies. In addition, the results of the study explain that emotional attachment, happiness, and the desire to maintain a long-term relationship with the city where they live can increase the moral responsibility of individuals in maintaining social welfare and environmental harmony, encourage involvement in mutual cooperation activities, and increase the willingness to take time and sacrifice energy for the benefit of others. These findings validate the results of research by Garini & Ernawadi (2024) which proves that resident commitment has a positive effect on altruistic behavior. Thus, this study expands the application of SET by showing that a sense of security not only increases citizen commitment, but also encourages the formation of altruistic behavior through resident commitment as a mediating variable.

The results of the hypothesis test showed that *life satisfaction* mediated the influence of *social safety* on *altruistic behavior* with a path coefficient of 0.196 and a p-value of 0.001. These findings indicate that residents' positive perceptions of low crime rates, a sense of security in activities, and protection from various social disturbances can increase satisfaction with living conditions, comfort in living daily life, and positive assessments of overall quality of life. This finding is in accordance with *subjective well-being theory* (SWB) which explains that life satisfaction is the result of an individual's cognitive evaluation of their quality of life based on perceived experiences. In addition, these findings also support *the social exchange theory* (SET) which states that individuals tend to respond positively when receiving *rewards* that are perceived as valuable from their environment. The results of this study also provide new empirical evidence that *social safety* is a form of *social reward* that can increase *people's life satisfaction*. In addition, the results of the study explain that satisfaction with living conditions, comfort in living daily life, and positive assessment of the quality of life can increase individual moral responsibility in maintaining social welfare and environmental harmony, encourage involvement in mutual cooperation activities, and increase

the willingness to take time and sacrifice energy for the benefit of others. These findings expand *subjective well-being theory* by showing that *life satisfaction* is not only an indicator of subjective well-being, but also acts as a psychological mechanism that bridges the influence of *social safety* on *altruistic behavior* in the context of *city marketing*.

The next finding in this study is that there are eight hypotheses that are not supported by empirical data. The results of the hypothesis test showed that *resident commitment* did not mediate the influence of *social trust* on *altruistic behavior* with a path coefficient of 0.055 and a p-value of 0.107. Although *resident commitment* was found to have a positive effect on *altruistic behavior* (β 0.482; p-value 0.000), *resident commitment* was not affected by *social trust* (β 0.115; p-value 0.096). Thus, the increase in individual moral responsibility in maintaining welfare and harmony, involvement in mutual cooperation activities, and the willingness to take time and sacrifice energy for the benefit of others does not arise because of citizens' trust that fellow members of society will keep their commitments, be honest, and not harm each other through feelings of belonging, emotional attachment, happiness in life, as well as the desire to maintain a long-term relationship.

Furthermore, the results of the hypothesis test also showed that *life satisfaction* did not mediate the influence of *cultural perception* on *altruistic behavior* with a path coefficient of 0.015 and a p-value of 0.217. Although *life satisfaction* was found to have a positive effect on *altruistic behavior* (β 0.265; p-value 0.001), *life satisfaction* was not affected by *cultural perception* (β 0.056; p-value 0.179). Thus, the increase of individual moral responsibility in maintaining welfare and harmony, involvement in mutual cooperation activities, and the willingness to take time and sacrifice energy for the benefit of others does not arise due to the freedom of individuals in carrying out cultural practices, the alignment of applicable norms with the values adhered to, the preservation of customs and traditions in the community through the conformity of life with personal expectations, a more positive assessment of the current life conditions, the level of satisfaction with life, the achievement of important things in life, and acceptance of life's journey.

Furthermore, the results of the hypothesis test showed that *life satisfaction* did not mediate the influence of *social perception* on *altruistic behavior* with a path coefficient of 0.023 and a p-value of 0.078. Although *social perception* was found to have a positive effect on *life satisfaction* (β 0.078; p-value 0.048) and *life satisfaction* had a positive effect on *altruistic behavior* (β 0.482; p-value 0.001), the magnitude of the influence of *social perception* on *life satisfaction* was not strong enough to produce a significant indirect influence on *altruistic behavior*. Thus, the increase of individual moral responsibility in maintaining welfare and harmony, involvement in mutual cooperation activities, and the willingness to take time and sacrifice energy for the benefit of others does not arise due to the existence of harmonious social relations, mutual respect, and solidarity between citizens through the conformity of life with personal expectations, a more positive assessment of the current living conditions, the level of satisfaction with life, the achievement of important things in life, and acceptance of life's journey.

Furthermore, the results of the hypothesis test also showed that *life satisfaction* did not mediate the influence of *social trust* on *altruistic behavior* with a path coefficient of 0.001 and a p-value of 0.448. Although *life satisfaction* was found to have a positive effect on *altruistic behavior* (β 0.265; p-value 0.001), *life satisfaction* was not affected by *social trust* (β 0.003; p-value 0.487). Thus, the increase in individual moral responsibility in maintaining welfare and harmony, involvement in mutual cooperation activities, and the willingness to take time and sacrifice energy for the benefit of others does not arise because of citizens' trust that fellow members of society will keep their commitments, be honest, and not harm each other, through the conformity of life with

personal expectations, a more positive assessment of the current living conditions This is the level of satisfaction with life, the achievement of important things in life, and acceptance of the journey of life.

CONCLUSION

This study found that *resident commitment* mediated the influence of *cultural perception*, *social perception*, and *social safety* on *altruistic behavior*, while *life satisfaction* mediated the influence of *social safety* on *altruistic behavior*. This research makes an empirical contribution through the development of the conceptual model of Nashirasanti & Ernawadi (2025). The main difference in this study lies in the modification of the dimension of resident perception by changing economic perception, environmental perception, and infrastructure perception to social trust and social safety as a representation of *social rewards* that is more in line with the basic assumptions of *social exchange theory* (SET). In addition, this study introduces life satisfaction as an additional mediator adopted from *subjective well-being theory* (SWB) to explain the psychological mechanisms that link citizens' perceptions with altruistic behavior. The findings of the study expand the application of SET in the context of city marketing by showing that the rewards obtained from the quality of social interactions, especially the sense of security felt by citizens, play an important role in increasing life satisfaction, strengthening commitment to the city, and encouraging altruistic behavior. This research has limitations that can be input for future research. First, this study only involves the people of the city of Bandung, so the generalization of the findings is still limited to the characteristics of the region. Further research is suggested to test the model on other cities that have different social, cultural, and development characteristics to obtain stronger external validity. Second, this study uses *social exchange theory* as an *underpinning theory*, so that the variables used only include social interaction. Further research is recommended to use other theoretical perspectives so that it is possible to test other variables that can increase *altruistic behavior* in the context of *city marketing*.

The purpose of this research is to provide recommendations to the Bandung City government in identifying factors that can increase *the altruistic behavior* of the community. The results of the study showed that *cultural perception*, *social perception*, and *social safety* play a role in increasing *resident commitment*, while *social perception* and *social safety* also increase *life satisfaction*, which ultimately encourages the formation of *altruistic behavior*. Based on the magnitude of the influence, the Bandung City government needs to prioritize *social safety* through improving environmental security, optimizing CCTV and street lighting, and developing a community-based security system to create a safe and comfortable environment. The "BANDUNG MILIK BERSAMA" program can be combined with community-based environmental security, such as systemamlng, rapid reporting, and citizen collaboration, thereby increasing the perception of social security. Furthermore, the government can strengthen *cultural perception* through the organization of cultural festivals, empowerment of the art community, and the preservation of local culture to increase the public's pride in the city of Bandung. Next, the government can increase *social perception* through mutual cooperation programs, citizen communication forums, and the provision of public spaces that encourage interaction and collaboration between communities. The implementation of these programs is expected to be able to increase *the altruistic behavior* of Bandung City residents.

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APPENDIX

Table 1 Respondent Data

Description	Numbers	
	People	Percentage
Age		
17-25 years old	114	77
26-35 years old	30	20.3
>35 years old	4	2.7
Gender		
Male	44	29.3
Women	104	70.3
Jobs		
Students	14	9.5
Students	61	41.2
Work	64	43.2
Housewives	9	6.1
Domicile		
Bandung City	148	100
Length of Stay in Bandung City		
5-10 years	29	19.6
11-15 years	27	18.2
>15 years old	92	62.2

Source: Google Forms questionnaire, 2026

Table 2 *Loading Factor and Composite Reliability Value*

Statement	Loading Factor	Composite Reliability
Cultural Perception (CP)		.947
I have the freedom to worship according to my beliefs	.730	
The norms that apply in the environment where I live are in line with the values I hold	.870	
The traditions in the neighborhood where I live are maintained by the community	.862	
The customs in the neighborhood where I live are maintained by the community	.855	
Social Perception (SP)		.899
The relationship between residents in my neighborhood is harmonious	.863	
The residents in my neighborhood respect each other	.925	
The level of solidarity between residents in social activities in the community	.824	
Social Trust (ST)		.968
I believe most of the residents in the neighborhood where I live are reliable	.880	
I believe most of the people in the neighborhood where I live are telling the truth	.934	
I believe that the people in the neighborhood where I live will not take any adverse actions	.888	
Social Safety (SS)		.923
Crime rate in the neighborhood where I live is low	.937	
I feel safe in the environment where I live	.955	
I feel protected from distractions and threats in the neighborhood where I live	.933	
Resident Commitment (RC)		.904
I feel that the city I live in is an important part of who I am	.886	
I feel happy and comfortable living my daily life in the city where I live	.925	
I intend to live in the city of Bandung in the long term	.870	
Life Satisfaction (LS)		.959
The living conditions I live now are in accordance with my personal expectations	.913	
I feel that my current life condition is good.	.929	
I feel comfortable with the life I live every day	.928	
I feel like I've achieved what I want in life	.933	
I feel like I've achieved some important things I wanted in my life	.934	
Altruistic Behaviour (AB)		.928

I feel a moral responsibility to participate in maintaining social welfare in the environment where I live	.852
I feel that I have a moral responsibility to participate in maintaining the harmony of relations between residents in the neighborhood where I live	.871
I want to be involved in gotong royong activities in my neighborhood where I live	.902
I am willing to take personal time to help others in my neighborhood	.903
I am willing to sacrifice my energy to help others in my neighborhood	.888

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Table 3 Discriminant Validity (*Fornell-Larcker criterion*)

Variable	CP	SP	ST	SS	RC	LS	AB
CP	.831						
SP	.500	.872					
ST	.504	.452	.901				
SS	.395	.454	.618	.942			
RC	.497	.504	.494	.531	.894		
LS	.394	.454	.529	.806	.542	.927	
AB	.330	.375	.469	.487	.625	.526	.884

Source: SEM-PLS version 3.0 output (Primary Data, 2026)

Table 4 Values of AVE and AVE Root Square

Variable	AVE	Square Root of AVE
Cultural Perception (CP)	.781	.884
Social Perception (SP)	.691	.831
Social Trust (ST)	.860	.927
Social Safety (SS)	.799	.894
Resident Commitment (RC)	.760	.872
Life Satisfaction (LS)	.887	.942
Altruistic Behaviour (AB)	.812	.901

Source: SEM-PLS version 3.0 output (Primary Data, 2026)