

## The Critical Role of Social Interaction, Social Trust, and Social Aid in Marketing Subang Regency

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### **Abstract**

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*This study aims to examine the effect of social environment quality on resident commitment through place attachment and resident satisfaction among residents of Subang Regency. This study uses a survey method as the research method, involving respondents who reside and work in Subang Regency. Data analysis was performed using structural equation modeling (SEM) with SmartPLS version 3.0. The results show that social interaction and social trust influence resident commitment through place attachment. Furthermore, social interaction, social trust, and social aid influence resident commitment through resident satisfaction. The novelty of this study lies in adding social aid, which is hypothesized to influence resident commitment, and adding resident satisfaction, which is hypothesized to influence resident commitment. The researchers hope that the results of this study can benefit future researchers and the Subang Regency government in designing strategies relevant to improving the quality of these attributes.*

**Keywords:** *Social Environment Quality, Place Attachment, Resident Satisfaction, Resident Commitment, Social Exchange Theory (SET)*

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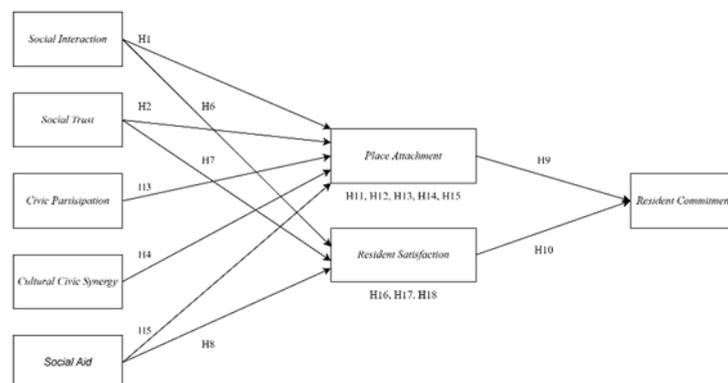
### INTRODUCTION

Amidst the dynamics of a citizen's life, people need not only their physical needs to be met but also their psychological and social needs, such as feeling safe, valued, and accepted in their neighborhood. Fors Connolly & Lindh (2025) emphasize that a sense of security is a basic need that affects the level of happiness. On the other hand, Nugroho et al. (2022) state that feeling accepted and valued in one's neighborhood can increase satisfaction and happiness. The fulfillment of these needs is the foundation for community welfare and happiness. Happiness levels are often used as a social benchmark to describe a nation's standard of living. According to the World Happiness Report (2024), Indonesia ranks 83rd in the world with an average happiness index of 5,617 points. Data from the Indonesian Central Statistics Agency (BPS) shows that the national happiness index in 2017-2021 increased by 0.80 points. West Java Province ranks 30th out of 34 provinces with a happiness index value of 70.23% in 2021. As a region included in West Java Province, this condition can illustrate the level of happiness of the people in Subang Regency. This phenomenon may indicate that resident commitment in Subang Regency is much lower than resident commitment in other regions.

To explain this phenomenon, this study uses social exchange theory (SET) as its underpinning theory, as proposed by Homans (1961). SET is a theory that describes human interaction as an exchange of stimuli and responses that result in rewards and costs (Homans, 1961). People tend to repeat behaviors that provide rewards and avoid behaviors that result in costs. Homans outlined six postulates consisting of the stimulus, success, value, deprivation-satiation, aggression-approval, and rationality postulates. SET has been used as an underpinning

theory in research in various other disciplines over the past 5 years, such as in the field of health by Ren & Ma (2021) and Wang et al. (2020), in the field of education by Michalová & Maršíková (2023), Wang et al. (2023) and Wang et al. (2022), and in psychology by Ahmad et al. (2023) and Zhang et al. (2024).

In addition to being used in other disciplines, SET has also been used as an underpinning theory in various marketing disciplines over the past five years with objects assessed in the service sector by Kusnadi & Purworini (2025) and Sutomo & Rofiuddin (2022), as well as places by Qin et al. (2025), Riyanto et al. (2023), Stylidis & Quintero (2022), and Tang et al. (2021). The use of SET as an underpinning theory in place marketing, especially city marketing, is still limited to date. In city marketing research, SET was used as an underpinning theory by Nashirasanti & Ernawadi (2025), who hypothesized the influence of the resident perception dimension, consisting of economic perception, cultural perception, environmental perception, social perception, and infrastructure perception, on altruistic behavior through affective commitment in the city of Tasikmalaya. Furthermore, Pratama & Ernawadi (2025) used SET as a supporting theory, hypothesizing the influence of the social environment quality dimension, consisting of social interaction, social trust, civic participation, digital civic engagement, and cultural civic synergy, on affective resident commitment through place attachment in Manado City. This study aims to expand the conceptual model proposed by Pratama & Ernawadi (2025) by analyzing the relationship between social interaction, social trust, civic participation, cultural civic synergy, place attachment, and resident commitment. The variable of digital civic engagement is not used in this study because it is considered irrelevant to the object being assessed. Meanwhile, the researchers propose social aid as one of the expanded dimensions of social environment quality and resident satisfaction as a mediating variable.



**Figure 1** Conceptual Model

## METHODS

The method used in this study was a survey. According to Effendi & Tukiran (2012) a survey method is a research method that collects data from samples using questionnaires aimed at explaining causal relationships and testing hypotheses. The sample from the population of this study consisted of residents of Subang Regency, comprising the districts of Pusanagara, Pusakajaya, Pamanukan, Blanakan, and Comprang, who were at least 21 years old, resided in Subang Regency, worked in Subang Regency, and had lived in Subang Regency for at least the last five years. The number of samples in this study was determined at 146 respondents with a sampling technique using purposive sampling which is one of the non-probability sampling methods. Furthermore, the data collection technique in this study was classified as a cross-sectional study or

one-shot study because the data was collected in only one period of time, namely 3 weeks, to obtain answers from respondents by distributing questionnaires online using Google Forms.

In this study, data analysis was performed using partial least squares (PLS). According to Hair et al. (2011), PLS is a form of variance-based structural equation modeling (SEM) used to construct and test statistical models, generally in the form of causality models. Furthermore, the tool used in this study was SmartPLS version 3.0. The criteria used in data analysis with SmartPLS version 3.0 to assess the outer model included convergent validity, discriminant validity, and composite reliability. Additionally, the inner model was assessed through AVE and Square Root of AVE, F-Square, goodness of fit tests, and hypothesis testing to predict causal relationships (Abdillah & Jogiyanto, 2011).

## RESULTS AND DISCUSSION

Based on the results of testing table 1 on loading factors and composite reliability, it can be concluded that all indicators in each variable have met the validity and reliability criteria. This study shows that the loading factor value is  $\geq 0.70$ , which means that the indicators used in this study are adequate and can be applied as measures of all variables. Furthermore, the composite reliability value is  $\geq 0.70$ , indicating that the measures of each variable are consistent and reliable.

**Table 1** Loading Factor and Composite Reliability Values

Statement	Loading Factor	Composite Reliability
<b>Social Interaction (SI)</b>		
Residents where I live are accustomed to greeting each other	.800	
Residents where I live help each other when needed	.842	
Residents where I live respect each other's educational backgrounds	.829	.896
Residents in my neighborhood respect each other's diverse professional backgrounds	.837	
<b>Social Trust (ST)</b>		
I am confident that people in my neighborhood would not engage in harmful behavior	.805	
I believe that social life in my neighborhood is harmonious.	.853	.864
I am confident that community life in my neighborhood is safe	.812	
<b>Civic Participation (CP)</b>		
I always have the opportunity to participate in community activities in my neighborhood	.852	
I always have the opportunity to participate in community meetings where I live.	.845	.868
I always have the opportunity to participate in charity activities in my neighborhood	.790	
<b>Cultural Civic Synergy (CCS)</b>		
I see residents of different ethnicities in my neighborhood participating in cultural activities	.825	
I see that cultural activities can increase residents' social involvement.	.821	.849
I see that the government supports and facilitates cultural activities	.776	
<b>Social Aid (SA)</b>		
Financial assistance from the local government is received on time	.823	
Administrative services for obtaining social assistance run smoothly	.783	.849
The assistance received meets the basic needs of the family	.720	

Assistance from the local government helps ease the economic burden on families	.731	
<b>Place Attachment (PA)</b>		
I feel that Subang Regency is an important part of my identity	.885	
I am proud to be a resident of Subang Regency.	.862	.871
I feel emotionally attached to Subang Regency	.745	
<b>Resident Satisfaction (RS)</b>		
I feel that my living conditions are in line with my expectations	.846	
I feel that my living conditions are going well.	.783	.857
I feel that the decision to stay in Subang Regency is the right one	.820	
<b>Resident Commitment (RC)</b>		
I feel that I want to stay in Subang Regency	.840	
I feel that Subang Regency has the facilities and opportunities that suit my needs to stay	.789	.852
I feel responsible for maintaining the good reputation of Subang Regency	.803	

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

**Table 2** Cross Loading Values

	Social Interaction (SI)	Social Trust (ST)	Civic Participation (CP)	Cultural Civic Synergy (CSS)	Social Aid (SA)	Place Attachment (PA)	Resident Satisfaction (RS)	Resident Commitment (RC)
SI1	.800	.621	.662	.646	.420	.584	.592	.589
SI2	.842	.668	.668	.624	.473	.558	.607	.524
SI3	.829	.596	.548	.526	.438	.535	.637	.596
SI4	.837	.647	.625	.596	.462	.569	.608	.564
ST1	.596	.805	.509	.468	.335	.534	.515	.499
ST2	.669	.853	.638	.599	.457	.564	.597	.560
ST3	.624	.812	.600	.508	.377	.521	.538	.537
CP1	.676	.615	.852	.682	.464	.559	.580	.548
CP2	.648	.591	.845	.666	.494	.427	.559	.486
CP3	.543	.552	.790	.584	.440	.387	.509	.472
CCS1	.570	.489	.633	.825	.428	.458	.459	.486
CCS2	.647	.577	.655	.821	.399	.406	.508	.511
CS3	.539	.488	.604	.776	.581	.395	.467	.446
SA1	.489	.473	.562	.493	.823	.468	.524	.493
SA2	.340	.316	.409	.429	.783	.264	.385	.327
SA3	.353	.297	.329	.404	.720	.160	.324	.291
SA4	.442	.318	.349	.426	.731	.249	.434	.359
PA1	.610	.626	.498	.479	.338	.885	.486	.664
PA2	.614	.551	.520	.455	.363	.862	.510	.638
PA3	.461	.448	.382	.360	.308	.745	.520	.572
RS1	.627	.554	.538	.491	.481	.479	.846	.563
RS2	.468	.465	.440	.416	.375	.334	.783	.458
RS3	.678	.598	.621	.523	.500	.614	.820	.735
RC1	.614	.540	.525	.509	.390	.620	.630	.840
RC2	.470	.463	.477	.434	.501	.525	.594	.789
RC3	.580	.563	.481	.501	.335	.674	.568	.803

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

Based on the table above, each indicator of the measured variable shows a value greater than its measured variable (Hair et al., 2011). Thus, this study can be considered to have good discriminant validity.

**Table 3** AVE Values and AVE Square Roots

Variable	AVE	Square Root of AVE
Social Interaction (SI)	.684	.827
Social Trust (ST)	.679	.824
Civic Participation (CP)	.688	.829
Cultural Civic Synergy (CCS)	.652	.807
Social Aid (SA)	.586	.766
Place Attachment (PA)	.694	.833
Resident Satisfaction (RS)	.667	.817
Resident Commitment (RC)	.658	.811

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

Based on table 3, the AVE value of each variable is  $\geq 0.50$  and the square root of the AVE value for each variable in the model is greater than the correlation between other variables (Yamin & Kurniawan, 2011). This is supported by table 2, which indicates that each measured variable indicator shows a greater cross loading value than the measured variable. These findings indicate that discriminant validity has been fulfilled.

**Table 4** F-Square

Variable	SI	ST	CP	CCS	SA	PA	RS	RC
Social Interaction (SI)						.103	.196	
Social Trust (ST)						.077	.049	
Civic Participation (CP)						.000		
Cultural Civic Synergy (CCS)						.000		
Social Aid (SA)						.001	.077	
Place Attachment (PA)								.479
Resident Satisfaction (RS)								.409
Resident Commitment (RC)								

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

Based on the F-Square values listed in table 4, it can be seen that the variables that have the greatest influence are place attachment at 0.479 and resident satisfaction at 0.409. These values are categorized as having a large influence, so it can be concluded that place attachment and resident satisfaction contribute strongly to resident commitment. Meanwhile, other variables such as social interaction and social trust have a small impact on place attachment. On the other hand, the variables of civic participation, cultural civic synergy, and social aid do not show any influence on place attachment because their F-Square values are below 0.02. Furthermore, the variable of social interaction has a moderate impact on resident satisfaction, while social trust and social aid have a small impact on resident satisfaction with values ranging from 0.02 to 0.15 (Hardisman, 2021). These findings indicate that place attachment and resident satisfaction are the main elements that drive the formation of resident commitment.

**Table 5** Goodness of Fit (GoF)

Variable	AVE	R-Square
Social Interaction (SI)	.684	
Social Trust (ST)	.679	
Civic Participation	.688	
Cultural Civic Synergy	.652	
Social Aid	.586	
Place Attachment	.694	.506
Resident Satisfaction	.667	.603
Resident Commitment	.658	.691
<b>Average</b>	.664	.600

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

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

GoF value =  $\sqrt{0.664 \times 0.600}$

GoF Value = 0.631

Based on table 5, the GoF value obtained from the calculation is 0.631, indicating that the combined performance of the outer model and inner model of this study falls into the category of high GoF (Cohen, 1988). Thus, hypothesis testing can be performed using the bootstrapping method in the SmartPLS version 3.0 application.

**Table 6** Respondent Profile

Description	Number	
	People	Percentage
<b>Age</b>		
21–26 years	77	52.7
27–32 years old	23	15.8
33–38 years old	25	17.1
>38 years old	21	14.4
<b>Gender</b>		
Male	49	33.6
Female	97	66.4
<b>Highest level of education</b>		
Elementary	10	6.8
Junior High School	17	11.6
High School	80	54.8
Diploma	10	6.8
Bachelor	23	15.8
Other	6	4.2
<b>District of Residence in Subang Regency</b>		
Pusakaganara	32	21.9
Pusakajaya	30	2.5
Pamanukan	29	19.9
Blanakan	26	17.8
Comprenng	29	19.9
<b>Length of Residence in Subang Regency</b>		
5–10 years	11	7.5%
11–15 years	17	11.6

>15 years	118	8.8
<b>Occupation / Profession</b>		
Housewife	34	23.3
Private Employee	23	15.8
Entrepreneur	24	16.4
Laborer	19	13
Civil Servants (PNS)	5	3.4
Students	27	18.5
Others	14	9.6

Source: Google Forms questionnaire, 2026

Based on table 6, this study involved 146 respondents from Subang Regency, predominantly women (66.4%), aged 21-26 years (52.7%), with a high school education (54.8%), working as housewives (23.3%), residing in Pusakanagara Subdistrict (21.9%), and having lived there for more than 15 years (8.8%).

**Table 7** Hypothesis Test Results

Hypothesis Description	Path Coefficient	T-Statistic	P-Value	Description
H <sub>1</sub> SI → PA	.416	3.467	.000	Supported
H <sub>2</sub> ST → PA	.320	2,825	.002	Supported
H <sub>3</sub> CP → PA	.019	.156	.438	Not supported
H <sub>4</sub> CCS → PA	-.013	.109	.457	Not supported
H <sub>5</sub> SA → PA	.023	.293	.385	Not supported
H <sub>6</sub> SI → RS	.458	4,994	.000	Supported
H <sub>7</sub> ST → RS	.219	2,158	.016	Supported
H <sub>8</sub> SA → RS	.210	3,444	.000	Supported
H <sub>9</sub> PA → RC	.482	8,090	.000	Supported
H <sub>10</sub> RS → RC	.446	8,017	.000	Supported
H <sub>11</sub> SI → PA → RC	.201	2,952	.003	Supported
H <sub>12</sub> ST → PA → RC	.154	2,516	.012	Supported
H <sub>13</sub> CP → PA → RC	.009	.156	.876	Not supported
H <sub>14</sub> CCS → PA → RC	-.006	.115	.909	Not supported
H <sub>15</sub> SA → PA → RC	.011	.275	.783	Not supported
H <sub>16</sub> SI → RS → RC	.204	4,119	.000	Supported
H <sub>17</sub> ST → RS → RC	.098	2.257	.024	Supported
H <sub>18</sub> SA → RS → RC	.094	2.729	.007	Supported

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

The results of hypothesis testing in table 7 show that twelve of the eighteen relationships tested are supported by empirical data. This is based on t-statistic and p-value values that meet the significance criteria. These findings indicate that social interaction and social trust have a positive effect on place attachment. Conversely, the variables of civic participation, cultural civic synergy, and social aid were not found to have an effect on place attachment. On the other hand, social interaction, social trust, and social aid have a positive effect on resident satisfaction. Furthermore, place attachment and resident satisfaction have a direct contribution in strengthening resident commitment. In its mediating role, place attachment bridges the influence of social interaction and social trust on resident commitment. Meanwhile, resident satisfaction mediates the influence of social interaction, social trust, and social aid on resident commitment.

Based on the results of hypothesis testing, it is known that  $H_{11}$  is supported by empirical data, where place attachment mediates the effect of social interaction on resident commitment with a path coefficient of 0.201. This finding shows that the reciprocal relationship among Subang Regency residents regarding the habits of greeting each other, helping each other, and respecting diversity contributes to the formation of identity, pride, and emotional attachment, which will encourage a desire to stay and maintain the good name of Subang Regency.

Furthermore, the hypothesis testing results show that  $H_{12}$  is supported by empirical data, where place attachment mediates the influence of social trust on resident commitment with a path coefficient of 0.154. This finding shows that the trust of Subang Regency residents, as reflected in their behavior of not harming others, harmonious relationships between residents, and an environment that is considered safe, also shapes identity, pride, and emotional attachment that can trigger a desire to stay and maintain the good name of Subang Regency.

In addition, the hypothesis testing results show that  $H_{16}$  is supported by empirical data, where resident satisfaction mediates the effect of social interaction on resident commitment with a path coefficient of 0.204. These findings indicate that the reciprocal relationships among Subang Regency residents, characterized by the habits of greeting each other, helping each other, and respecting diversity, can contribute to residents' feelings that life is going well and in line with their expectations, which can encourage a desire to stay and maintain the good name of Subang Regency.

Furthermore, the results of hypothesis testing show that  $H_{17}$  is supported by empirical data, where resident satisfaction mediates the effect of social trust on resident commitment with a path coefficient of 0.098. This finding shows that the trust of Subang Regency residents, as reflected in behavior that does not harm others, harmonious relationships between residents, and an environment that is considered safe, contributes to residents' feelings that life is going well and in line with their expectations, which in turn encourages them to want to stay and maintain the good name of Subang Regency.

Furthermore, the hypothesis testing results show that  $H_{18}$  is supported by empirical data, where resident satisfaction mediates the effect of social aid on resident commitment with a path coefficient of 0.094. This finding shows that assistance in the form of money or goods that is targeted and in line with the basic needs of families can have an impact on residents' feelings that life is going well and in line with their expectations, which will lead to a desire to stay and maintain the good name of Subang Regency. The logical inference above explains that the findings of this study support social exchange theory (SET), which views social interaction as the result of a stimulus-response exchange that produces rewards and costs, where individuals tend to maintain relationships and social behaviors that provide benefits and minimize costs (Homans, 1961). The SET postulate explains that individuals tend to engage in positive behavior when they receive benefits that are comparable to or exceed their expectations. Social interaction, social trust, and social aid serve as stimuli that provide social, emotional, and material benefits to the residents of Subang Regency. Meanwhile, place attachment and resident satisfaction play a role as residents' affective evaluation of these benefits, which assesses the extent of the benefits received. This positive evaluation then encourages residents to respond behaviorally in the form of resident commitment to Subang Regency.

Meanwhile, it was found that  $H_{13}$  was not supported by empirical data, meaning that place attachment did not mediate the effect of civic participation on resident commitment. Conceptually, mutual assistance activities, community meetings, and charitable activities in the

neighborhood did not make residents want to stay and maintain the good name of Subang Regency. In addition, it was found that  $H_{14}$  was not supported by empirical data, meaning that place attachment did not mediate the influence of cultural civic synergy on resident commitment. Conceptually, the participation of residents from various ethnic groups in activities in the cultural environment of their neighborhood did not contribute to residents' desire to stay and maintain the good name of Subang Regency. Similarly, it was found that  $H_{15}$  was not supported by empirical data, meaning that place attachment did not mediate the influence of social aid on resident commitment. Conceptually, the timely receipt of assistance, ease of administrative services, assistance that meets basic family needs, and social assistance that can ease the economic burden did not contribute to residents' desire to stay and maintain the good name of Subang Regency.

The results of this study indicate that social interaction contributes the most to the emergence of place attachment with a path coefficient of 0.416. Furthermore, social trust contributes to the emergence of place attachment with a path coefficient of 0.320. On the other hand, social interaction also contributes the most to the emergence of resident satisfaction with a path coefficient of 0.458. Then, social trust contributes to the emergence of resident satisfaction with a path coefficient of 0.219. Meanwhile, social aid contributes to the emergence of resident satisfaction with a path coefficient of 0.210. These findings imply that the Subang Regency Government needs to make social interaction a primary focus in managerial decision-making, through the habits of greeting each other, helping each other, and respecting the diversity of educational and professional backgrounds. These efforts are expected to increase resident satisfaction in a sustainable manner, which ultimately contributes to an increase in resident commitment.

## CONCLUSION

The results of this study indicate that social interaction and social trust influence resident commitment through place attachment. Furthermore, social interaction, social trust, and social aid influence resident commitment through resident satisfaction. This study supports the SET theory that when residents of Subang Regency receive benefits from social interaction, social trust, and social aid, they will tend to exhibit positive behaviors such as maintaining the good name of Subang Regency. Research on civic participation, cultural civic synergy, and social aid does not influence resident commitment through place attachment.

The limitations of this study are related to the sampling method, which used purposive sampling, so that the findings cannot be generalized to the entire population. Therefore, future researchers are advised to use probability sampling methods to enable generalization of the results to the population. The study found that civic participation, cultural civic synergy, and social aid did not affect resident commitment through place attachment. Therefore, it is recommended that future researchers explore other variables that can increase resident commitment. This study aims to provide recommendations to the Subang Regency government to improve resident communication among the local community. This study found that social interaction and social trust affect resident commitment through place attachment. In addition, social interaction, social trust, and social aid affect resident commitment through resident satisfaction. Thus, it is recommended that the Subang Regency government design city marketing programs that are relevant to social interaction, social trust, and social aid. **First**, the Subang Regency government can create programs related to social interaction. Social interaction is measured by the habit of

greeting each other, helping each other, and respecting diversity in educational and professional backgrounds. To that end, the government is advised to build new inclusive public spaces such as parks that are friendly to all community groups. Providing public spaces can encourage residents to greet each other. Furthermore, to strengthen the culture of mutual assistance, the government can revive community-based empowerment programs that emphasize the value of mutual cooperation, but using a more modern approach. This can be implemented by providing incentives or awards for neighborhood associations that are active in community self-help activities. Such programs are crucial to ensure that development in Subang does not only focus on physical aspects but also forms strong social solidarity. Finally, amid rapid industrial development in Subang, the government must act as a facilitator in respecting the diversity of educational and professional backgrounds. Given the differences between the conventional agricultural sector and the modern industrial sector (such as in the Patimban area), the government needs to hold community discussion forums or cultural festivals involving various occupational groups. Education for the community on the importance of collaboration between workers, farmers, and professionals must continue to be promoted to avoid social divisions. **Second**, the Subang Regency government can create programs related to social trust. Measures of social trust include behavior that does not harm others, harmonious relationships between citizens, and an environment that is considered safe. To that end, the government can design environmental safety programs that involve community participation as a top priority in order to shape behaviors that do not harm others. This can be done by optimizing an integrated environmental safety system with information technology, such as providing emergency services through applications or coordination groups between neighborhood associations and the local civil service police and police. Through structured supervision, the chances of criminal acts or behavioral deviations can be minimized. Furthermore, to maintain harmonious relations between citizens, local governments need to encourage the implementation of conflict mediation programs and social capital development at the village level. This can be realized by reviving the Ruang Riung or community hall program as a center for informal conflict resolution and a regular discussion forum on environmental issues. The government must act as a facilitator to ensure that differences in interests among residents do not cause divisions. When the community is accustomed to resolving problems amicably and with mutual respect, harmony will naturally develop. Finally, the Subang Regency Government must strive to standardize a safe environment through wise urban planning interventions, such as improving public street lighting even in remote areas. An environment that is perceived as physically safe will reduce social anxiety among the community. **Third**, the Subang Regency Government can create programs related to social aid. The measures of social aid are that assistance is received on time, the administrative process is easy, the assistance received is in accordance with needs, and the assistance can ease the economic burden. To that end, the government should digitize the social assistance system to ensure that all assistance funds are distributed on time by creating a real-time assistance monitoring dashboard that can be accessed by the community or beneficiaries. In addition, to streamline the administrative process, the government is advised to implement a One Stop Service program or optimize services at the village/sub-district level with simple standard operating procedures. Residents, especially those from underprivileged groups, often face difficulties due to complex documentation requirements. By simplifying verification based on integrated population data such as e-KTP, residents are no longer burdened by tedious physical procedures. Finally, to ensure that the assistance provided is in line with basic needs and able to reduce the economic burden, the Subang Regency Government

needs to regularly update beneficiary data through a bottom-up approach. Assistance should not be uniform, but tailored to the needs of families in the field. The government can involve neighborhood associations in the validation process to ensure that the assistance provided is on target, whether in the form of food, health subsidies, or education. When the assistance received truly meets the basic needs of families, residents will feel the real benefits of the local government's presence.

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