

Sense of place attachment of user in public open space commercial building in West Jakarta

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Abstract. The existence of public spaces dates back to Ancient Roman, Greek, and the present day. Although people today are known for their individualistic attitudes, they still need a place to communicate. However, public space is present everywhere possible, one of which is currently in place owned by the private sector. The presence of public spaces by the user is significant because, without users, public spaces would not "live." The presence of visitors in a public place may be due to the visitor's need for an activity in that place or the absence of a necessity. This study uses quantitative research to discuss visitors' attachment to public open spaces. Research results show visitors attach to different affective and functional relationships with public spaces. Visitors' functional links to public spaces are superior to emotional connections. Overall, this study shows visitors feel engaged with the public search space. Some things don't make visitors feel connected regarding their internal relationship to the public space. This research is helpful for designers of public spaces in private spaces to realize designs that are appealing to their visitors. This research can contribute to creating more inclusive, resilient, and sustainable urban environments, aligning with the SDGs 11, 3, 8, and 9.

1 Introduction

Public space is a space that has existed since Roman times. At that time, various kinds of activities could be carried out in public spaces, such as military training, animal fighting, a place to worship gods, a place where leaders announced important information for their people, and a place to punish people if they made mistakes [1]. Along with the development of time and time, the function of public space increases. Public spaces are places for socialization and transaction activities as well. Public space has been modified in all forms, such as Alun-alun Bandung, the main public open space characterized by a large plot of land. Around it, there are functional buildings, one of which is the central government building located in the south square [2]. This square is used for various activities of Bandung city residents.

Public space is one of the spaces all city residents need. Even though human life today can be considered individualistic, in reality, it still requires public space in physical form [3].

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By its function, public space is a space for city residents to carry out socialization activities. Not only socializing but also several other activities can be done in public spaces, such as exercising, playing, making transactions, and many other activities [4].

Currently, public spaces exist in the middle of places where people do activities, such as around residential areas, workplaces, school environments, and other environments. The existence of public space is starting to be presented by private parties or private parties, as is done in New York City, United States [5]. Currently, in big cities in Indonesia, several public spaces are starting to appear owned by the private sector. Central Park Mall is a private party with public space for city residents.

Even though a private party owns it, public space can be used by the general public, not limited to visitors who visit the private area. Now, several commercial areas in big cities provide public spaces that the general public can use without being charged a fee to enjoy these spaces. Several private areas that have public spaces include the Agung Podomoro Land (Grogol) mix-use area, the Aeon retail, commercial building (Tangerang), and the Sequis office commercial area (Sudirman).

Some visitors come to this public space simultaneously to carry out activities in the commercial area for shopping, eating, meetings, and so on. Others do not do this; they visit public spaces specifically to enjoy public spaces, which are private property. Looking at the background above, the author examines the sense of attachment of visitors to these public spaces. Do visitors have a sense of attachment to the public space in the commercial building?

1.1 Public open space

According to the Regulation of the Minister of Public Works Number 05/PRT/M/2008, open spaces are spaces within a city or wider area, either in the form of an area/region or in the form of an elongated area/lane where the use is more open and basically without buildings. Open space consists of green open space and non-green open space. Green open space is an elongated area/pathway or clustered. Its use is more open, a place for plants to grow, both those that grow naturally and those that are deliberately planted. Non-green open space is open space in urban areas not included in green areas, in the form of paved land or water bodies. Urban space must provide sufficient public space to maintain interaction between its residents. This public space is formed from the natural and artificial environment [6].

Open space is created to fulfill one of the needs of humans as creatures who require social activities [7]. Parks should be created to accommodate one of the needs of human life in terms of activities that are (a) Socialization, such as gathering with other humans; (b) Health, such as getting clean air; (c) Well-being, such as relaxation, (d) A place to learn, in the sense of learning about life, (e) Tolerance, where space is used equally and maintained equally, (f) Solidarity, where this space can be used as a space for conveying aspirations. In its procurement, Open Space aims to ensure that its users can use open space optimally so it cannot be separated from using elements. Soft and hard materials can be used in open spaces. These materials can later be enjoyed by visitors to public spaces [8].

Parkinson [9] differentiates public and private nature based on several ideas, including

- a. Public; (i) it is a space that can be accessed freely, (ii) it is considered that it can influence and benefit everyone, (iii) there is a group of people or groups who have the potential to be responsible for managing the space and establishing control rules, (iv) ownership status under the government or community.
- b. Private; (i) it is a space that cannot be accessed freely, (ii) considered to provide influence and benefits only to specific individuals, (iii) ownership status under a specific individual.

1.2 User visit interest

In simple terms, interest can be defined as desire or desire. Interest in visiting can be interpreted as a desire to visit. Kottler in Aprilia, Kumadji, & Kusumawati [10] state that interest can be interpreted as encouragement, namely intense internal stimulation that motivates action, where this encouragement is influenced by stimulus and positive feelings about the product. In this research, the product in question is an object in a public space in a commercial building (mall retail). A return visit to a building object is a condition when someone likes the building. This is not much different when someone likes one product and then wants to buy that product again. In the marketing world, this is called purchase intention, which is a person's mental state that reflects a plan to carry out several actions within a certain period [11].

1.3 Place attachment

Place attachment represents an emotional connection that arises from the accumulation of memories, experiences, knowledge, and beliefs, leading to particular emotions toward the place [12]. The physical and visual environment and the atmosphere give meaning to a place for the people who visit it, both specifically and generally. Environmental elements in a place will influence the behavior of those in it. The environmental conditions and characteristic atmosphere formed in a place strongly influence attachment to someone. City elements that influence, impress, and attach a person or community to their city are building shape (building scape); facades of houses, offices, and shops (streetscape); the face of the restaurants (culinary scape), the atmosphere of community life (community scape), as well as the hustle and bustle of markets, highways, and children's play areas (soundscape) [13].

The definition of sense of place includes the point at which physical elements, activities, and meaning are interrelated in people's experiences of place [14]. According to Low (1992), attachment is a dimension in the relationship between people and places, a special feeling with a special place [12]. Another definition of place attachment is a behavioral expression of intimacy and care, which are positive feelings that connect people and places [15]. It can be concluded that place attachment is a bond attached to visitors to come to a place. Several approaches in research were carried out to examine a person's sense of attachment and dependence on a place. In research on attachment to a place, emotional and functional feelings are used to measure how attached a person is to a place. A person's level of attachment to a place is influenced by the physical, functional, and emotional aspects of the environmental experiences in which he is located.

A comfortable place will invite people to come and carry out their activities again. Comfort is one of the elements that influence people's perception of a place, which is related to elements of the physical and visual environment. A person's comfort can be physical, visual, and emotional [16]. This comfort will trigger a person's feelings about the atmosphere they experience in their activities. The factors contributing to place attachment can come from people and places [12]. The physical environment of a public open space that is well organized, beautiful, and clean will give a comfortable impression and allow someone to give more of their time to that place [17]. Good lighting at night and the presence of other visitors will provide comfort for someone associated with a sense of security. Place attachment factors are related to physical, social, cultural, personal, memories and experiences, place satisfaction, interaction and activity, and time factors [18].

2 Methods

The research location was in the public space of Tribeca Park, a mixed-used Agung Podomoro Land, West Jakarta area. This is because the private sector owns the public open space in the commercial area (Fig. 1). The research was conducted on weekdays and holidays. This research uses quantitative research methods. Data was collected by distributing questionnaires to visitors enjoying the open space at Tribeca Park. The research sample in the study was visitors who came to Tribeca Park, were at least 17 years old, and had enjoyed Tribeca Park. The data obtained will be processed by calculating visiting visitors' interest levels. An ordinal scale will be used in this research, considering that an ordinal scale can indicate the level or ranking of residents' interest in visiting open spaces as the intended research object.



Fig. 1 Public space of research location

3 Result and Discussion

The following are the observations in the field and the results of distributing questionnaires to respondents who use public open spaces at Tribeca Central Park Mall Park.

3.1 Demographics

The distribution of the questionnaire succeeded in getting one hundred and five respondents, consisting of fifty-eight female respondents (55.2%) and forty-seven male respondents (44.8%) who participated. It can be seen that female respondents are more dominant, considering that from a visual perspective, more women visit the mall - because they prefer shopping centres compared to men. Most of the visitors who came were aged between 20-25 years; this was analyzed because the environment of this public space is surrounded by several large campuses, which makes students come to this space.

Visitors to the public space of Tribeca Park are visited by residents who live around the location and visitors whose reach is quite far, namely more than 15 km. Most visitors to the public spaces of Tribeca Park use privately owned motorized vehicles, as many as 57% of the respondents. Even though this public space is easily accessible by public motorized vehicles because the location is close to the Transjakarta bus stop, in reality, more visitors use private motorized vehicles.

Visitor activities in public spaces at Central Park Mall are dominated by eating and drinking activities, which constitute 30% of all existing activities. Most other activities are followed by meet-ups with relatives, chatting, seeing shows and exhibitions, and relaxing with a 10% - 15% percentage range.

3.2 Emotional bonds

The functional variable value has more good value in the eyes of Tribeca Park visitors than the emotional variable. In terms of function, Tribeca Park is quite satisfying for visitors (Table 1).

Table 1. Value of visitor place attachment (emotional) with open space in Tribeca Park

Variable	Sub-variables	Agree	Neutral	Disagree
Emotional	Feel yourself part of the public space	30.00%	55.00%	15.00%
	Public spaces are unique places	39.05%	47.62%	13.33%
	Inner ties with public space	27.62%	45.71%	26.67%
	Likes the atmosphere of public spaces	71.43%	24.76%	3.81%
	Feel comfortable in public spaces	72.38%	23.81%	3.81%
	I always feel like coming to public spaces	26.67%	60.95%	12.38%
	Feel at home for a long time in public spaces	64.76%	33.33%	1.90%

Fifty-eight respondents (55%) felt it was customary for public spaces to be part of themselves. As many as thirty-one (30%) said visitors agree that public spaces are part of their' lives. Meanwhile, 15% of visitors do not feel that public space is part of them.

In the sub-variable question of whether public space is a special place for visitors, the highest answer was that visitors felt it was expected as much as forty-eight per cent (48%). As many as thirty-nine percent (39%) of visitors felt that it was confirmed that this public space was a special place for them. The most minor result was thirteen percent (13%) of visitors who did not feel that this public space was a special place for them.

In the sub-variable of the bond between public spaces and visitors, forty-eight respondents (48%) said it was normal. As many as twenty-eight percent of respondents (25%) chose the option of disagreeing with this statement, which means they do not feel they have an inner connection with public spaces. Twenty-nine percent of respondents (27%) stated that they have an inner bond with public spaces.

A total of seventy-five respondents (71%) stated that they strongly agreed that they liked the public spaces of Tribeca Park. Twenty-six respondents (25%) said it was normal. Meanwhile, four respondents (4%) said they disagreed with the statement that they liked the atmosphere at Tribeca Park. It is not surprising that these visitors stated that they like the conditions in the public spaces of Tribeca Park because here they can enjoy an exciting atmosphere, such as culinary delights, musical performances, bazaars, open spaces, and the beautiful lighting in the open spaces of Tribeca Park at night.

In the sub-variable of comfort in public spaces, the questionnaire results showed that seventy-four respondents (72%) felt comfortable when in the public spaces of Tribeca Park. Twenty-five respondents (24%) said it was normal. Meanwhile, four respondents (4%) felt they did not feel comfortable in this public space.

In the sub-variable that visitors always want to come to open spaces, sixty-four respondents (61%) said it was customary. Twenty-eight respondents (27%) agreed they wanted to come to this public space. Meanwhile, thirteen respondents (12%) stated that they did not always want to return to the public spaces of Tribeca Park. These results found that

visitor satisfaction with public space facilities is not directly proportional to the feeling that visitors always want to come.

In the sub-variable, visitors feel comfortable and want to linger in these public spaces; the questionnaire results show that sixty-eight respondents (65%) agreed. It states that they want to linger in the open space of Tribeca Park. Then, thirty-five respondents (33%) said it was normal. Meanwhile, two respondents (2%) stated that they did not want to stay in the open space of Tribeca Park for long.

3.3 Functional bonds

The functional variable value has more good value in the eyes of Tribeca Park visitors than the functional variable. In terms of function, Tribeca Park is quite satisfying for visitors (Table 2).

Table 2. Value of visitor place attachment (emotional) with open space in Tribeca Park

Variable	Sub-variables	Agree	Neutral	Disagree
Functional	This public space supports visitor activities	63.81%	29.52%	6.67%
	Public space as a refreshing place for visitors	68.57%	27.62%	3.81%
	Public spaces are a place to carry out many activities	63.81%	31.43%	4.76%
	Feel satisfied with the facilities in public spaces	60.95%	33.33%	5.71%
	Feels that this public space is the only place	47.62%	33.33%	19.05%

The following discussion is about the functional ties of visitors to the open space of Tribeca Park. The highest questionnaire result was that sixty-seven respondents (64%) agreed that Tribeca Park provided a functional bond for them. Then, thirty-one respondents (30%) said it was normal. Meanwhile, seven respondents (7%) said they did not feel that this public space supported their activities. Many activities can be carried out in this public space, as evidenced by the activities available, such as relaxing, meeting colleagues, enjoying culinary delights, watching performances, and others.

In the sub-variable of public space as a refreshing place for visitors, seventy-two respondents (69%) stated that visitors felt this public space was a place for refreshing. Twenty-nine respondents (28%) said it was normal. Meanwhile, four respondents (4%) stated that they disagreed that this public space was a place for them to refresh themselves.

As many as sixty-seven respondents (64%) stated that they agreed that this public space is a place that can accommodate many activities. Thirty-three respondents (31%) stated that this statement was normal. Meanwhile, five respondents (5%) disagreed that the public space of Tribeca Park was a place that could accommodate many activities for visitors.

In the sub-variable, visitors are satisfied with the facilities in public spaces; as many as sixty-four respondents (61%) agreed that they were satisfied with the facilities in this public space. As many as thirty-five respondents (33%) said this statement was standard. A total of six respondents (6%) stated that they disagreed that this public space was a space with good facilities.

Fifty respondents (48%) felt this place was the only attractive public space. As many as thirty-five (33%) said it was normal. Meanwhile, twenty respondents (19%) did not agree that this public space was the only public space that was interesting to visit.

3.4 Summary

The results of visitors' attachment to public open spaces in Tribeca Park can be seen in Fig. 2. The average value obtained from the questionnaire results for the variable emotional ties of visitors to public spaces is 2.4, which means that visitors feel an emotional attachment to the public spaces of Tribeca Park. The highest value for this variable is found in the sub-variable of visitors who feel comfortable in public spaces. Then, visitors also like the conditions in public spaces. These two things make visitors feel at home in this public space for a long time. This sub-variable is also reasonably high. However, other sub-variables, such as the feeling of visitors always coming to public spaces, emotional ties to public spaces, public spaces being a special place for visitors, and public spaces being part of visitors, received normal responses from visitors.

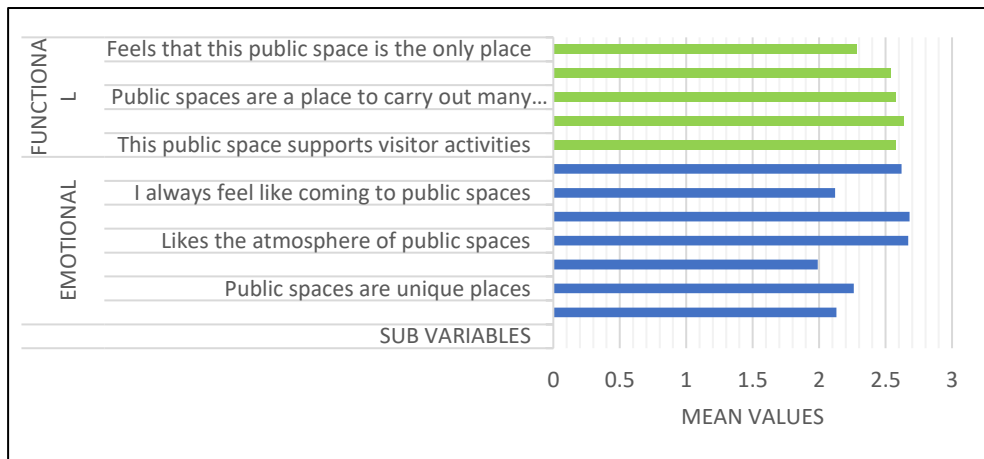


Fig. 2 The results for emotional and functional variables to public space

For the functional bond variable of visitors to public spaces, the average value is 2.5. This figure is higher than the emotional bond value of visitors to public spaces. The highest value for this variable is in the sub-variable that visitors feel this public space is a place for visitors to refresh. Visitors also feel that this public space is a place that can support their activities. Visitors also feel that this public space is a place where they can do many things - from relaxing to meeting with colleagues. Because of the above, visitors feel satisfied with the facilities in the public spaces of Tribeca Park. The only sub-variable whose value falls into the mediocre assessment category is that visitors feel that this place is a public space and that it is the only one they enjoy.

4. Conclusion

Public open space in private space are different concepts in urban layout and environmental design. However, there are situations where the boundaries between the two can become blurred or intertwined. In urban design and neighborhood development, it is essential to

consider combining public open space and private space to create an environment that combines society's need for open access and an individual's or business's need for privacy. It can create a more diverse and inclusive community. The attachment of residents to public open spaces in private spaces is one of the things that needs to be studied to determine the importance of public open spaces for visitors. This research shows that visitors have a sense of attachment to the public open space in Tribeca Park, both in emotional and functional variables. The functional variable value has more good value in the eyes of Tribeca Park visitors than the emotional value. In terms of function, Tribeca Park is quite satisfying for visitors. This research can be continued by conducting more profound research on other matters related to visitor engagement in public open spaces.

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