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The Influence of Place Attachment on Pro-environmental Behaviour Intentions Mediated by Place Satisfaction in Taman Menteng, Jakarta

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Abstract: This research examines the relationship between place attachment and pro-environmental behavioral intentions which is mediated by the place satisfaction variable. Quantitative analysis is carried out using statistical methods (descriptive, Likert, SEM-PLS) to prove the hypothesis that has been established. Observations were carried out to assess the behavior of park users using behavior mapping analysis as well as assessing the quality of the park based on the Project for Public Spaces. This research has succeeded in collecting data from 148 respondents, all of whom have visited Menteng Park, Central Jakarta. The demographic profile of respondents shows the dominance of female visitors (58.1%) and the majority aged between 25 to 34 years (37.9%). Most respondents came from the Jakarta area (74.3%), indicating that Menteng Park is visited more by local residents. In terms of education, respondents were dominated by undergraduate (41.9%) and high school (39.9%). Analysis of respondents' answers regarding place attachment shows a positive relationship where the result reflects the success of Menteng Park in providing adequate facilities for activities enjoyed by visitors. The results of hypothesis testing show that there is a positive relationship between place attachment, place satisfaction, and pro-environmental behavior intentions in Taman Menteng, Central Jakarta.

Keywords: Place Attachment, Place Satisfaction, Pro-Environmental Behaviour, Public Space.

INTRODUCTION

The COVID-19 pandemic has affected many aspects of people's lives, emotional ties and social interactions in cities and the surrounding environment. Now is the right time to rethink the relationship between humans and the environment in order to restructure environmental resilience in cities, such as "how will urban communities maintain resilience and sustainability in the post-pandemic era?". The literature shows that place attachment is an important construct in building a sense of community and community sustainability in urban environments (Eizenberg & Jabareen, 2017; Pour Ebrahim, 2015). The importance of

understanding place attachment and the relationship between humans and the environment in urban communities is increasing due to the impact of the COVID-19 pandemic (Manzo & Devine-Wright, 2020). Place attachment is defined as "the emotional ties that individuals form with places they find attractive and have close and familiar ties to" (Casakin et al., 2021). Place attachment to open spaces can influence residents' behavior and in turn contribute to their health and well-being (Scannell & Gifford, 2017). However, theoretical and empirical research on place attachment at the open space level is still lacking (Manzo & Perkins, 2006). Research on place attachment faces challenges, because the concept is diverse, lacks strong theory, and there has not been much empirical progress in various environmental contexts to date (Moulay et al., 2018).

Several studies have shown a significant relationship between place attachment and individual pro-environmental behavior (Devine-Wright & Howes, 2010; Gosling & Williams, 2010; Hernández Bernardo et al., 2010; Raymond et al., 2011). However, findings regarding the relationship between these two constructs are still unclear and often contradictory (Scannell & Gifford, 2010). This may be due to the fact that different dimensions of place proximity and their relationship to pro-environmental behavior have been investigated in different combinations by previous researchers (Halpenny, 2010; Kyle et al., 2005; Vaske & Kobrin, 2001). Therefore, studies are needed that consider all recognized dimensions of place proximity and their influence on pro-environmental behavior in one theoretical model. This research addresses this by considering place proximity as a second-order factor consisting of place dependence, place identity, place affection, and place social ties. Second-order models have the advantage of providing simpler and better interpretable models when it is assumed that higher order factors underlie the data (Chen et al., 2005).

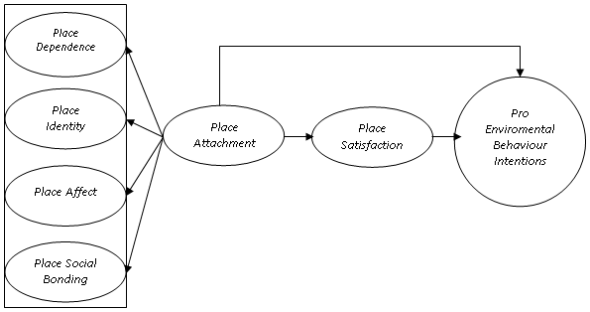


Figure 1. Conceptual Framework

Menteng Park as one of the open green spaces in the Special Region of Jakarta, specifically in Central Jakarta Province, was inaugurated in 2007. Menteng Park is a manifestation of the Jakarta government's efforts to increase green open space, especially in Central Jakarta City, which at that time until now has been the center of government area and the Central Business District in Jakarta. With Menteng Park in Central Jakarta, apart from preserving and maintaining its ecological functions, the Jakarta government hopes that the public can enjoy it directly and engage in interaction in it. The success of an open space is not only seen from its physical form and physical function, but also how a park can bind the hearts of visitors (Sasongko et al., 2017).

To increase human awareness and attachment to a place, it can be linked to improving the physical quality of the park, in this case there are facilities and infrastructure which directly related to visitors and users of the park space. This research was conducted to find out how much the community's attachment to the park is influenced by the facilities that determine the quality of green open space, and what facilities the community feels are important so that Menteng Park can be a pleasant place to visit. In addition, this research combines people's attachment to parks with several second-order factors consisting of place

dependence, place identity, place affection, and place social ties. And the relationship with pro-environmental behavioral intentions is mediated by a sense of satisfaction of the place.

Based on the above background, the problems in this research can be formulated as follows.

1. Is there a significant positive influence of place attachment on pro-environmental behavior intentions in Taman Menteng, Jakarta?
2. Is there a significant positive influence of place attachment on place satisfaction in Taman Menteng, Jakarta?
3. Is there a significant positive influence of place satisfaction on pro-environmental behavior intentions in Taman Menteng, Jakarta?

METHOD

The location of this research focuses specifically on Menteng Park, which is one of the parks in Central Jakarta City. The park is located on Jalan HOS Cokroaminoto, RT 03/05, Menteng Village, Menteng District, Central Jakarta, Indonesia. Park with an area of approximately 2.3 Ha.

Source: Researcher Analysis

Figure 2. A Map of Menteng Park Location

The methods in this research are divided into data collection methods and data processing methods. The data collection method used in this research consists of primary and secondary data collection. Collecting primary data includes conducting questionnaires, interviews and observations. The questionnaire was carried out using purposive sampling where respondents who were of productive age and were resting in Menteng Park were selected as respondents. The use of this sampling technique is based on the condition of the population which is uncertain in size, the criteria for the population attending are also not limited by age, level of education or employment because there are no specific criteria for visiting the park. The formula used refers to Hair et al., (2019) where the minimum number of respondents is 5 x research indicators. It is known that the research indicator is 21, so the minimum number of respondents obtained is 5 x 21 = 105 respondents, if it exceeds 105 respondents then it is better. Meanwhile, secondary data collection was carried out through literature studies based on books, journals, news and related government agencies.

Quantitative analysis in this research is aimed at viewing or proving hypotheses that have been established using statistical methods that provide an objective way to process data and provide research conclusions. Meanwhile, in qualitative analysis, the data used uses qualitative data which can be measured by direct viewing or observation. In this case, it is the quality of the park facilities in Menteng Park, Jakarta.

1. Quantitative Descriptive Analysis

   In the research carried out, the data collected and obtained through questionnaires carried out a numerization process to obtain percentage frequencies which were carried

out using calculations to see a picture of the quality of the park as indicated by the condition of the facilities and infrastructure in the park.

2. Likert Scale Scoring Analysis

   In this research, the author uses a Likert measurement scale. The opinion expressed by Sugiyono (2013) explained the definition of the measurement scale, according to him the measurement scale is one of the references in determining the length and shortness of intervals in measuring instruments. The use of a Likert Scale allows the variables being measured to be broken down into several indicators. This research uses an interval of 1-5, the larger the number, the more appropriate it is to the respondent, then each answer is multiplied by the specified weight and grouped into 5 categories.

3. Structural Equation Model (SEM) analysis based on Partial Least Square (PLS)

   This research uses multivariate statistical analysis. According to Lowry and Gaskin (2014), Partial Least Square (PLS) is a type of variance or component-based Structural Equation Modeling (SEM) that is used to analyze the relationship between one or more variables with the assumption that the relationship between the variables determined refers to and takes into account basic knowledge. clear. Each variable is assumed to be able to represent a theoretical concept which is represented as a latent variable.

4. Analysis of Park User Behavior (Behavior Mapping)

   Park user behavior analysis is needed to describe spatially based user behavior, namely using behavior mapping analysis techniques. This analysis technique is carried out to determine the behavior of individuals and groups located and related to the space they occupy. Behavior mapping can be done by direct observation or observation based on notes that have been made. Behavior mapping describes behavior in the form of a map to identify the type and frequency of behavior, as well as showing the relationship between behavior and a physical form, in this case it can be seen the behavior of park users using park facilities and the activities that occur therein.

This research uses a place-centered mapping technique which aims to determine the behavior of park visitors. This means that the mapping technique is concentrated in one specific place, in this research, Menteng Park, Central Jakarta.

RESULTS AND DISCUSSION

Characteristics of Menteng Park

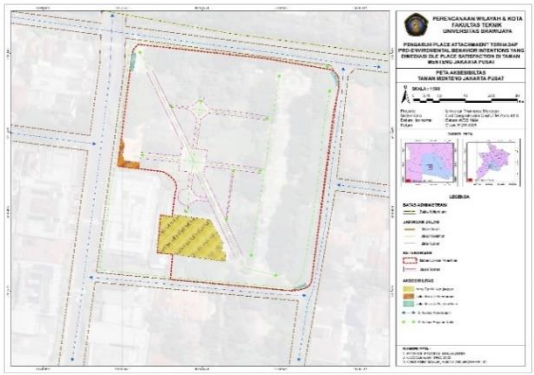
The characteristics of a park can be measured through indicators issued by PPS or Project for Public Spaces (2011). There are four things needed to create a good open space for the community. The four things are access and linkages, sociability, comfort and images, and uses and activity.

1. Comfort & Image

   Comfort and image is intended to see the quality of supporting facilities at Menteng Park from physical aspects related to visitor comfort including safety, ease of sitting, greenery and cleanliness aspects.

2. Access & Linkage

   Access and Linkage are seen through connectivity with the surrounding environment physically and visually, creating easy accessibility that makes people come to visit. Based on observations, in terms of accessibility, Menteng Park has a strategic location so that it is easily accessible, both by pedestrians, private vehicle users and public transportation. The Menteng Park area has access or pedestrian paths that can connect space users from one activity to another. For visitors who cannot climb stairs, there is also a ramp to enter Menteng Park and can also be used by people with disabilities and the elderly.



Source: Researcher Analysis

Figure 3. Menteng Park Accessibility Map

3. Use & Avtivity

The quality of Menteng Park is based on use and activity, where a public open space must be useful for its users, supported by the availability of facilities to support user activities.

Source: Researcher Analysis

Figure 4. Menteng Park Facilities Availability Map

4. Sociability

The quality of a good public open space must be able to fulfill one of the functions of the public open space itself, namely being able to accommodate social activities and being able to facilitate interaction within it. Menteng Park has several supporting facilities which not only offer friendliness and comfort as a space for activities, but are also able to become a forum for increasing social interaction between visitors, such as the existence of sports facilities which are often used for games and competitions, playgrounds for children and the presence of street vendors and other traders. The existence of these facilities can bring together various space users in various activities such as play activities between children, picnic activities, relaxing, family gatherings, and so on.

Characteristics of Park Users

The characteristics of park users are explained through respondent profiles, in this research they are people who have visited Menteng Park, Jakarta. The sample in this study was 148 respondents. The characteristics of respondents include gender, age, domicile and level of education, which will be described in more detail as follows.

1. Characteristics by gender

Based on a sample of 148 respondents, it can be seen that the majority of respondents were women, with a percentage of 58.1%, while men were 41.9%. More female respondents participated in the survey at children's playground facilities and dancing field facilities, where the activities carried out were looking after their children

playing and watching their children dance. Meanwhile, in the sports field category, men tend to focus on their sports activities. Women dominate in filling out surveys more than men. This is shown, in this research. Menteng Park tends to be visited more by women than men.

2. Characteristics by age group

   Characteristics of park users based on age groups are divided into 6 age groups where the minimum productive age is 18 years. In the age category, the largest age group is 25-34 years old which covers 37.9% of the total sample of respondents. This shows that in this study, respondents aged 25-34 years needed more recreation at Menteng Park. The next largest age group is 18-24 years with a percentage of 31.1%. The 18-24 years age group dominates the sports field facilities and park benches. The age groups 45-54 years and 55-64 years have very low percentages, at 4.1% and 1.4% respectively while there is only one respondent (0.7%) who is over 64 years old. This shows that Menteng Park is visited more by young people and young adults.

3. Characteristics based on user origin

   The characteristics of park users based on user origin are divided into two, namely those from Jakarta and outside Jakarta. In the domicile category, the majority of respondents (74.3%) came from Jakarta. This is in accordance with the identification of the problem that Jakarta residents need more temporary recreation that can relieve the fatigue and stress of urban life. The remaining 25.7% came from outside Jakarta, including cities around Jakarta such as Bekasi, Bogor, Depok, Bandung, Tangerang, and cities further from Jakarta such as Surabaya and West Java. This shows that Menteng Park with all its facilities is well known to many people from outside the city. It can be concluded that Menteng Park is visited by the majority of Jakarta residents, but also attracts visitors from outside Jakarta.

4. Characteristics based on education level

   In terms of education level, the largest group is respondents with a bachelor's degree, covering 41.9% of the total respondents in the education level category. The second largest number of respondents had a high school education of 39.9%. There were only a few respondents who had less than junior high school education (1.4%), junior high school (5.8%), and doctoral degree (1.4%). In addition, respondents with vocational and master's education levels amounted to 7.4% and 4.7% respectively. This shows that the majority of visitors to Menteng Park have a fairly high educational background.

In conclusion, the demographic profile according to the characteristics of park users in this study shows that Menteng Park is visited more by women, young age groups and young adults, Jakarta residents, as well as individuals with a relatively high level of education. This provides an overview of the characteristics of visitors to Menteng Park which can be important information for park managers to develop strategies to increase security, comfort, accessibility and provide facilities that suit visitor needs.

Data Presentation

In this section, the results of the responses given by 148 respondents will be presented regarding statements or indicators that represent the variables studied in this research, these variables are place attachment, place satisfaction, and pro-environmental behavioral intentions. The measurement of the indicators for each variable is carried out using a 5-point Likert scale.

1. Response to the place attachment variable

   The results of data processing show the results of the respondent's responses, answers or responses to the indicators that represent the place attachment variable. Overall, the results of this analysis show that respondents have sufficient dependence, identity, affection and social ties with Menteng Park, although the intensity of these

feelings varies between various indicators. Menteng Park is considered a place that provides good facilities for activities enjoyed by respondents, and they feel connected to this place. However, there is room to increase respondents' feelings of dependency, identity, affection and social ties towards Menteng Park, so that they have a stronger and more sustainable attachment to this place. This research provides valuable insights for Menteng Park managers in their efforts to improve the quality of services and visitor experiences, as well as strengthen visitor relationships with the park.

2. Response to the place satisfaction variable

The results of data processing show the results of respondents' responses, answers, or responses to indicators that represent the place satisfaction variable. Based on data analysis, it can be concluded that Menteng Park in Central Jakarta has succeeded in meeting expectations and providing satisfaction to its visitors. The high mean scores for the three indicators indicate that Menteng Park has succeeded in creating a positive experience that has an impact on feelings of satisfaction and happiness for park visitors. These results provide valuable information for Menteng Park managers to continue to maintain and improve the quality of existing services and facilities, in order to ensure visitor satisfaction remains good in the future. This research also provides empirical evidence regarding the importance of creating positive experiences for visitors in improving the image and reputation of urban tourist attractions.

3. Response to the pro-environmental behavior intentions variable

The results of data processing show the results of respondents' responses, answers or responses to indicators that represent pro-environmental behavior intentions variables. Overall, the results of the analysis show that visitors to Menteng Park have quite strong pro-environmental behavioral intentions. They are not only aware of the importance of environmental conservation, but are also willing to take concrete action to support these efforts. This shows that there is great potential to involve the visitor community in conservation programs and activities at Menteng Park. Park managers can take advantage of this willingness to gather support and increase public participation in environmental conservation efforts. This research provides valuable insight into how to motivate and engage visitors in maintaining park sustainability.

Structural model analysis (inner model analysis)

Structural model analysis is carried out to see the magnitude of influence exerted by one or more variables on other variables. Apart from that, structural model analysis is also carried out to find out the influence or relationship between one variable and other variables. In conducting structural model analysis, there are several criteria that can be tested in structural model analysis, including the determinant coefficient value (r-squared), as well as the path coefficient value which consists of direct and indirect influences, all of which show the respective relationships. variable.

1. R-Squared

The r-squared (R^2) value test was carried out to determine the magnitude of the influence exerted by the independent variable on the dependent variable. The R^2 value is in the range 0 (zero) – 1 (one). The criteria used for inner model analysis are as follows:

a. R^2 greater than 0.75 indicates that the model is strong (substantial).
b. R^2 greater than 0.50 indicates that the model is moderate.
c. R^2 greater than 0.25 indicates that the model is weak.

The R-Squared test results in this study are shown in Table 1.

Table 1. Analysis results of the R-squared value

Variable	R-Squared Value	Conclusion
(Y1) Place Satisfaction	0,295	Weak Influence

(Y2) Pro Enviromental Behaviour	0.353	Weak Influence

Source: Analysis Results, 2024

The results shown in Table 1, the r-squared value obtained for the place satisfaction variable (Y1) is 0.295 (greater than 0.25), which indicates that the model used is in the weak category. Thus, the place satisfaction variable (Y1) can be explained by the place attachment variable (X) in the model of 29.5% which is in the weak category.

Furthermore, the r-squared value obtained for the pro-environmental behavior intentions (Y2) variable was 0.353 (greater than 0.25), which indicates that the model used is in the weak category. Thus, the variable pro-environmental behavior intentions can be explained by the variables place attachment and place satisfaction (Y1) in the model of 35.3% which is in the weak category.

2. Direct Influence Analysis

The diagram below is a model path that has been previously defined using SmartPLS software.

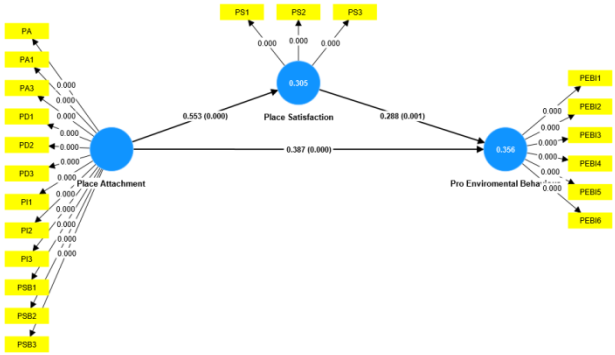


Figure 5. Direct influence on the model's path diagram

Figure 5 above shows that the overall path coefficient produced is positive. The results of the analysis of direct influence testing using the PLS algorithm based on the previously designed research model are as follows.

Table 2. Results of direct influence analysis

Path	Original Sample (Path)	T-Statistics	P-Values	Decision
X ─>Y1	0,553	8,280	0,000	Positive
X ─>Y2	0,387	4,541	0,000	Positive
Y1─>Y2	0,288	3,264	0,001	Positive

Annotation: X (Place Attachment); Y1 (Place Satisfaction), Y2 (Pro-environmental Behaviour Intentions)

Source: Analysis Results, 2024

The highest path coefficient value is shown by the relationship between place attachment (X) and place satisfaction (Y1) with a coefficient value of 0.553. The lowest coefficient value is shown by the direct relationship between place satisfaction (Y1) and pro-environmental behavior intentions (Y2) of 0.288. Based on Table 2 above, all paths show a positive relationship. This means that the relationship between the independent variable and the dependent variable is positive (unidirectional) and acceptable.

3. Analysis of indirect effects (mediation)

Indirect influence analysis based on a previously established model path diagram using SmartPLS software will be shown in the table below.

Table 3. Results of indirect influence analysis

Path	Original Sample (Path)	T-Statistics	P-Values	Decision
X ─>Y1─>Y2	0,159	2,778	0,003	Positive

Source: Analysis Results, 2024

Based on Table 3 above, the indirect path shows a positive relationship. This means that the relationship between the independent variable and the dependent variable is positive (in the same direction).

Based on the path coefficients given, the model formula based on the coefficients on the direct relationship path can be explained as follows:

a. Effect of Place Attachment (X) on Place Satisfaction (Y1): $Y1=0.553 \cdot X+\epsilon 1$
b. Effect of Place Attachment (X) on Pro-Environmental Behavior Intention (Y2): $Y2=0.387 \cdot X+\epsilon 2$
c. Influence of Place Satisfaction (Y1) on Pro-Environmental Behavior Intentions (Y2): $Y2=0.288 \cdot Y1+\epsilon 3$

Where $\epsilon 1 \epsilon 1$, $\epsilon 2 \epsilon 2$, and $\epsilon 3 \epsilon 3$ represent the error terms of each equation.

For the indirect influence (mediation effect) of place attachment on pro-environmental behavioral intentions through place satisfaction, the formula is the result of multiplying the path coefficients along the indirect path:

Indirect effect of X on $Y2$ to $Y1$: $Indirect\ Effect = 0.553 \cdot 0.288 = 0.531$

Hypothesis test

Based on the results of the path coefficient analysis presented in the previous sub-chapter, it can be concluded that all hypotheses (hypotheses H1 to H3) proposed in this research are accepted, which includes details of the results of hypothesis testing that has been carried out in this research shown in Table 4 below.

Table 4. Results of direct effect hypothesis testing

Hypothesis	Relationship	Beta	Sig.Value	Information
H1	Place Attachment → Place Satisfaction	0,553	0.000	H1 Accepted, positive effect
H2	Place Attchment → Pro Enviromental Behaviour	0,387	0.000	H2 Accepted, positive effect
H3	Place Satisfaction → Pro Enviromental Behaviour	0,288	0.001	H3 Accepted, positive effect

Source: Analysis Results, 2024

Based on Table 4, the results of hypothesis testing that have been carried out in this series of research can be explained, especially regarding the relationship between place attachment, place satisfaction and pro-environmental behavior intentions. Path analysis has been used to understand the direct influence between these variables.

H1: Place Attachment → Place Satisfaction

The first hypothesis (H1) proposes a positive relationship between place attachment and place satisfaction. The analysis results show a Beta value of 0.553 with a significance value (Sig. Value) of 0.000. Because the significance value is less than 0.05, this hypothesis is accepted. This shows that there is a strong positive influence between place attachment and place satisfaction. This means that the higher a person's level of attachment to Menteng Park, the higher the level of satisfaction felt when visiting the park. This can be interpreted that a strong emotional and cognitive attachment to a place can increase the positive experience and satisfaction of visitors to Menteng Park.

H2: Place Attachment → Pro-Environmental Behavior Intentions

The second hypothesis (H2) states that there is a positive relationship between place attachment and pro-environmental behavior intentions. The results of the analysis provide a Beta value of 0.387 with a significance value of 0.000, which indicates that this hypothesis is accepted. This shows that the higher a person's level of attachment to

Menteng Park, the greater their intention to behave pro-environmentally. This indicates that emotional and cognitive attachment to place can encourage individuals to participate in activities that support environmental conservation.

H3: Place Satisfaction → Pro-Environmental Behavior Intentions

The third hypothesis (H3) proposes a positive relationship between place satisfaction and pro-environmental behavior intentions. The results of the analysis show a Beta value of 0.288 with a significance value of 0.001, indicating acceptance of this hypothesis. This indicates that the satisfaction felt by visitors towards Menteng Park has a positive influence on their intention to behave pro-environmentally. This means that positive experiences and satisfaction during a visit can encourage individuals to get involved in environmental conservation efforts.

Table 5. Results of testing the indirect effect hypothesis

Hypothesis	Relationship	Beta	Sig.Value	Information
H4	Place Attachment —> Place Satisfaction —>Pro-environmental Behaviours Intentions	0,159	0,002	Positive

Source: Analysis Results, 2024

Based on the results of testing the indirect effect hypothesis presented in Table 5, it can be interpreted that there is a positive relationship between place attachment, place satisfaction, and pro-environmental behavior intentions among visitors to Menteng Park. Hypothesis H4 which states that there is an indirect influence of place attachment on pro-environmental behavior intentions through the mediation of place satisfaction has been accepted. The Beta value of 0.159 indicates that this mediation relationship has positive strength or intensity. This means that the higher the level of place attachment felt by visitors, the higher the level of place satisfaction, which ultimately contributes to increasing pro-environmental behavior intentions. A significance value (Sig. Value) of 0.002 indicates that this result is very statistically significant at the 95% confidence level ($p < 0.05$), which strengthens the evidence that this mediation relationship does exist and is not due to chance. Thus, it can be concluded that there is strong evidence to support the hypothesis that place attachment has an indirect effect on pro-environmental behavior intentions through increasing place satisfaction among visitors to Menteng Park. This relationship is important to understand because it shows that feelings of attachment or closeness to a place can influence the satisfaction felt while being in that place, and this can then encourage more environmentally friendly behavior.

Discussion of Research Results

This research has succeeded in collecting data from 148 respondents, all of whom have visited Menteng Park, Central Jakarta. The demographic profile of respondents shows the dominance of female visitors (58.1%) and the majority aged between 25 and 34 years (37.9%). Most respondents came from Jakarta (74.3%), indicating that Menteng Park is visited more by local residents. Then in terms of education, respondents were dominated by those who had completed bachelor's degrees (41.9%) and high school (39.9%). Analysis of respondents' answers regarding place attachment shows a relatively high mean score, especially on the indicator that assesses Menteng Park facilities (4.1014). This reflects the success of Menteng Park in providing adequate facilities for activities enjoyed by visitors. However, there was variation in feelings of attachment, identity, affection, and social ties, suggesting that there is room to increase visitors' emotional and cognitive engagement with parks. Regarding place satisfaction, respondents generally felt very satisfied with their experience of visiting Menteng Park, this was indicated by a mean score above 4.0 for all

indicators. This shows that Menteng Park has succeeded in creating a significant positive experience for its visitors. In the aspect of pro-environmental behavior intentions, the mean score shows that visitors have quite strong intentions to behave pro-environmentally, although there are variations in the level of readiness to engage in specific activities. This shows that there is good potential to promote behavior that supports environmental conservation among visitors to Menteng Park.

CONCLUSION

This research considers place attachment as represented by four dimensions (place dependence, place identity, place affect, and place social bonding) and investigates its influence on pro-environmental behavior mediated by place satisfaction in one model. According to Ramkissoon et al., (2013), this research offers new theoretical insights because it includes the dimensions of social ties (social bonding) in the park context, as well as investigating a relatively new variable, namely pro-environmental behavioral intentions in the park context. The measurement model as a whole shows a good fit to the data that has been obtained. This implies that the measurement model applied for the place attachment construct is consistent with the literature review. The results of hypothesis testing show that there is a positive relationship between place attachment, place satisfaction, and pro-environmental behavior intentions in Taman Menteng, Jakarta. These findings provide empirical support for the theory which states that emotional and cognitive connections with a place can influence pro-environmental behavior. This research supports important implications for park managers and policy makers in designing strategies to increase visitor engagement and their satisfaction, which can ultimately encourage pro-environmental behavior and contribute to environmental conservation.

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