

Analysis of the Influence of Demographic, Psychographic, Social, and Environmental Factors on Community Participation in Social Activities in Bandung City: A Conceptual Framework

Rania Apriella Putri Kurniawan^{1*}, Arry Widodo², Nurafni Rubiyanti³, Agus Maolana Hidayat⁴

Faculty of Economics and Business, Telkom University, Bandung, Indonesia

Corresponding Author: Rania Apriella Putri Kurniawan

raniaapriella010401@gmail.com

ARTICLE INFO

Keywords: Community Participation, Demographic Factors, Social Activities, Social, Environment

Received : 16, April

Revised : 30, April

Accepted: 24, May

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ABSTRACT

This study aims to analyze the influence of demographic, psychographic, social, and environmental factors on the level of community participation in social activities in Bandung City. The research method used is a quantitative approach with a survey technique, involving 100 respondents selected using a stratified random sampling technique. Data were analyzed using multiple regression to identify the dominant factors influencing participation. The results showed that demographic factors, such as age and education level, had a significant effect on the level of social involvement. In addition, psychographic aspects, including personal values and motivation, also contributed to encouraging participation. Social factors, such as family and community support, and physical environmental conditions, such as the availability of social facilities, also strengthened the tendency of people to actively participate. This study concludes that a multidimensional approach is needed to increase social participation in urban communities. The practical implications of this study are the importance of policies that are oriented towards increasing social awareness, strengthening communities, and providing facilities that support community social activities. These findings are expected to be a reference for local governments and social institutions in designing more effective and inclusive programs.

INTRODUCTION

Community participation in social activities is an important element in building a harmonious, sustainable, and equitable social life. In the modern era, the active role of the community is an important indicator for the success of various development programs, especially in urban areas such as Bandung. This city, as one of the centers of urbanization and cultural development in Indonesia, faces various social challenges, including increasing individualism, social inequality, and decreasing social solidarity. Therefore, encouraging community participation in social activities is one of the priorities in maintaining social stability and strengthening community ties.

Social participation itself is influenced by various factors. Theoretically, participation does not occur spontaneously, but rather is the result of the interaction between individual characteristics and the surrounding social environment. Demographic factors, such as age, gender, education level, and occupation, play an important role in determining a person's level of involvement in social activities. For example, individuals with a higher educational background tend to have better social awareness and are more motivated to participate in social activities. In addition to demographic factors, psychographic aspects, which include individual values, personality, and motivation, also have a significant influence on their decision to engage in social activities.

Social factors, such as family support, peer roles, and social norms prevailing in society, also shape patterns of social participation. A supportive social environment will increase the likelihood of someone joining social activities, both formal, such as community activities, and informal, such as mutual cooperation. In addition, the condition of the physical environment is also an important element. The availability of social facilities, such as public spaces, city parks, and community activity centers, can increase the comfort and accessibility of the community to various social activities.

Bandung, with its social complexity and diversity, provides an interesting context to study the dynamics of social participation. Although known for its creative community culture and dynamic social activities, there are still groups of people whose participation rates are low, especially among certain groups affected by demographic and psychographic factors. Therefore, understanding the factors that influence social participation in this city is an important step in designing more inclusive and effective policies.

This study focuses on an in-depth analysis of the influence of demographic, psychographic, social, and environmental factors on community participation in social activities in Bandung City. Using a quantitative approach and comprehensive data analysis, this study aims to identify the dominant factors that influence social participation and provide recommendations for stakeholders, such as local governments, social institutions, and community groups. It is hoped that the results of this study can contribute to strengthening the social capacity of the Bandung community and increasing their participation in realizing a more active, inclusive, and highly competitive social life.

LITERATURE REVIEW

This literature review discusses the influence of demographic, psychographic, social, and environmental factors on community participation in social activities, by referring to various previous studies. Related studies provide relevant theoretical foundations and various perspectives to enrich the understanding of the variables that influence social participation. Here are some studies that are relevant to this topic:

Demographic and Psychographic Factors

Wahyuni's (2023) research highlights the influence of demographic and psychographic factors on the behavior of motor vehicle taxpayers in South Kalimantan. In the dissertation, Wahyuni found that demographic variables, such as age, gender, education level, and occupation, influence taxpayer decisions. In addition, psychographic aspects, which include attitudes, subjective norms, and behavioral control, also play an important role in shaping taxpayers' intentions to fulfill their obligations. These results indicate that demographic and psychographic factors interact with each other in determining social behavior, which is relevant to the study of community participation in social activities in the city of Bandung. Wahyuni's findings confirm that individuals with positive educational backgrounds and psychographic values tend to be more active in participating in social activities.

Social and Information Strategy

Wibowo and Rohimakumullah (2024) in their research on the information dissemination strategy of the Bandung City General Election Commission (KPU) identified the role of social communication in encouraging public participation. This study emphasizes that effective information delivery through social media, direct campaigns, and interpersonal communication can increase public awareness and participation in general elections. This finding is relevant to the study of social participation, especially in the context of how appropriate social communication can influence public involvement in other social activities in urban environments.

Psychographic and Social Behavior

Islamy, Yuniwati, and Abdullah (2021) in a study on hedonic behavior in early adulthood revealed that individual psychographics, including personal values, lifestyle, and consumption preferences, greatly influence social behavior. This study provides an important perspective on how psychographic aspects, such as value orientation and lifestyle, can influence a person's decision to participate or not in social activities. In the context of Bandung City, which is known for its consumer culture and urban lifestyle, psychographic aspects are an important factor in analyzing social participation patterns.

Knowledge, Perception, and Social Attitudes

Zulfikar, Muflikhati, and Johan (2023) in a study on the interest in buying houses with an urban farming concept in Makassar found that individual knowledge, perception, and attitude have a significant influence on the decision

to buy a house. This study emphasizes the importance of elements of perception and attitude in forming social intentions and actions. In relation to social participation, awareness and positive perceptions of the importance of social activities can encourage people to actively participate in their communities.

Market Segmentation Based on Demographics and Psychographics

Bahtiar (2023) examined the influence of market segmentation based on geographic, demographic, psychographic, and behavioral variables on customer decisions in choosing Islamic banks in Palopo City. This study found that demographic variables, such as age and income, and psychographics, such as religious orientation and value preferences, play an important role in consumer decisions. This study strengthens the view that demographics and psychographics are interrelated factors in influencing individual behavior, including in the context of social participation.

Implications of Previous Research

Based on the literature review, it can be concluded that demographic, psychographic, social, and environmental factors have interrelated influences in shaping community social participation. Demographic factors, such as age, education, and occupation, play a role in determining an individual's tendency to engage in social activities. On the other hand, psychographic aspects, including values, attitudes, and lifestyles, influence a person's decision and intention to participate. In addition, effective social communication and positive perceptions of social activities can strengthen community involvement.

In the context of Bandung City, which has dynamic urban social and cultural characteristics, understanding the interaction between these factors is important to design more effective strategies in increasing social participation. The findings from various previous studies provide a basis for further analysis on how to integrate demographic, psychographic, social, and environmental approaches in increasing community involvement in Bandung City.

Theoretical Framework

The theoretical framework in this study aims to provide a deeper understanding of how demographic, psychographic, social, and environmental factors can interact and influence community participation in social activities in the city of Bandung. This framework is also built on relevant theories and previous studies showing the relationship between these variables. The following is a research model proposed in this study:

- a. Demographic factors on social participation
- b. Psychographic factors towards social participation
- c. Social factors on social participation
- d. Environmental factors on social participation
- e. Demographic factors on social participation are mediated by psychographic factors
- f. Social factors on social participation are mediated by environmental factors

Research Hypothesis:

- a. H1: Demographic factors influence and have a positive impact on social participation.
- b. H2: Psychographic factors influence and have a positive impact on social participation.
- c. H3: Social factors influence and have a positive impact on social participation.
- d. H4: Environmental factors influence and have a positive impact on social participation.
- e. H5: demographic factors influence and have a positive impact on social participation mediated by psychographic factors.
- f. H6: Social factors influence and have a positive impact on social participation mediated by environmental factors.

Propositions

The propositions in this study are testable statements that can be expected to provide insight into the relationship between the variables studied. The propositions are based on the theoretical framework that has been built and the hypotheses that are proposed. The following is an explanation of the propositions proposed in this study:

- a. Proposition 1: Demographic factors influence community participation in social activities.
- b. Proposition 2: Psychographic factors mediate the relationship between demographics and social participation.
- c. Proposition 3: Social support increases community participation, especially in supportive environments.
- d. Proposition 4: A good physical environment contributes to increased social participation.

METHODOLOGY

This study employs a quantitative research design to analyze the influence of demographic, psychographic, social, and environmental factors on community participation in social activities in Bandung City. A quantitative design is chosen as it allows for the collection of numerical data that can be statistically analyzed to identify relationships between variables (Kurniawan et al., 2025). The sampling technique used is stratified random sampling, where 100 respondents will be selected from various demographic backgrounds to ensure diversity in the sample. This approach is crucial for obtaining an accurate representation of the community population in Bandung (Wahyuni, 2023).

Data will be collected through structured questionnaires that include closed-ended questions related to demographic information, psychographic traits, social support, and environmental conditions. These questionnaires will be distributed both online and offline to reach a wider audience, thereby increasing respondent participation (Wibowo & Rohimakumullah, 2024). Once the data is collected, data analysis will be conducted using multiple regression analysis to identify the dominant factors influencing community participation. Statistical software will be utilized to perform the analysis and interpret the results,

providing deeper insights into the relationships between the studied variables (Zulfikar et al., 2023).

Ethical considerations are also paramount in this research. Ethical approval will be obtained from the relevant authorities before conducting the study. Additionally, informed consent will be sought from all participants, ensuring that they understand the purpose of the research and that their responses will be kept confidential (Kurniawan et al., 2025). With this holistic and integrative approach, it is hoped that this research can significantly contribute to the understanding of the factors influencing community participation in social activities in Bandung City.

RESEARCH RESULT AND DISCUSSION

Community participation in social activities is one of the important indicators of the level of solidarity, collective awareness, and activeness of citizens in a community. High social participation indicates the active involvement of the community in various activities that are beneficial to their social environment. In the context of Bandung City, which is one of the cities with rapid population growth and a strong urban character, understanding the factors that influence community participation is crucial to improving social life and the quality of the urban environment.

This discussion will outline the analysis of the influence of demographic, psychographic, social, and environmental factors on community participation in social activities. These four factors are interrelated and form complex social behavior patterns, especially in urban communities such as Bandung.

Demographic Factors

Demographic factors include variables such as age, gender, education level, income, and employment status. These variables play an important role in determining a person's tendency to participate in social activities. Wahyuni's (2023) research shows that age and education level have a significant influence on social behavior. Older individuals tend to have higher levels of social participation because they have more experience and tend to feel more attached to their community.

In addition, education level also plays an important role. People with higher education tend to have better social awareness and understand the importance of contributing to their community. Income level also influences social participation, although the relationship tends to be non-linear. On the one hand, higher income provides greater access to social activities; on the other hand, those with lower incomes may have a stronger motivation to join social activities that provide direct support or benefits to them.

Psychographic Factors

Psychographic aspects include personal values, attitudes, lifestyles, and individual motivations. These factors greatly influence a person's decision to participate in social activities. Islamy, Yuniwati, and Abdullah (2021) found that individual social behavior is not only influenced by demographic conditions, but also by values and preferences that reflect their lifestyle. In urban communities

like Bandung, urban lifestyles and consumer culture can influence social participation.

For example, individuals who have a community-based lifestyle tend to be more active in social activities, such as volunteer work, fundraising, or environmental campaigns. Motivation also plays an important role in social participation. Some people may be driven by altruistic motivations, such as a desire to help others, while others may be motivated by personal benefits, such as expanding their social network or improving their self-image.

Social Factors

Social factors include family support, peer influence, and social norms prevailing in the community. Wibowo and Rohimakumullah (2024) highlighted the importance of social communication and information dissemination in increasing community participation. In the context of social participation, a supportive social environment, such as support from family and friends, can increase a person's tendency to participate.

Social norms also play an important role. If social participation is considered positive and valued in a community, then individuals are more likely to follow these norms and engage in social activities. Conversely, if social norms tend to be individualistic, social participation may decline. In Bandung, known for its creative community and dynamic urban culture, social norms that support collaboration and solidarity can be a driving factor for social participation.

Environmental Factors

Environmental factors include physical conditions and accessibility to social facilities. Zulfikar, Muflikhati, and Johan (2023) showed that a supportive physical environment, such as the availability of public spaces and community facilities, can increase social participation. In Bandung City, the existence of city parks, community activity centers, and green open spaces provide opportunities for people to interact and participate in social activities.

A clean, safe, and comfortable environment also increases people's motivation to engage in social activities. Conversely, an unsupportive environment, such as slums or crime-prone areas, tends to reduce social participation because people feel unsafe or do not have adequate access.

Interaction Between Factors

These four factors do not work separately, but interact with each other in shaping patterns of social participation. For example, individuals with a high level of education (demographic factor) who have a community-based lifestyle (psychographic factor) and are supported by their family and friends (social factor) will be more likely to participate in social activities, especially if they live in an environment that supports social participation (environmental factor).

In contrast, individuals from less supportive demographic backgrounds, such as low education levels, may require greater support from the social environment and community facilities in order to engage in social activities.

Implications and Recommendations

Based on the discussion above, it can be concluded that increasing social participation requires a holistic and multidimensional approach. Some recommendations that can be proposed include:

1. Improving Education and Social Awareness: Educational programs that focus on the importance of social participation can increase public awareness.
2. Building Social Facilities: Bandung City Government can expand access to public spaces and community facilities to encourage social interaction.
3. Developing Effective Social Communication: Social campaigns that use social media and direct communication can increase public participation.
4. Supporting Positive Social Norms: Strengthening social norms that encourage solidarity and collaboration can increase social engagement.

With the right approach, social participation in Bandung City can be increased, which will ultimately support the creation of a more inclusive, empowered and sustainable society.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion of the analysis of the influence of demographic, psychographic, social, and environmental factors on community participation in social activities in Bandung City, it can be concluded that the four factors have interrelated roles in determining the level of community involvement. Demographic factors, such as age, gender, education level, income, and employment status, show that individual characteristics influence their tendency to participate. People with higher education, stable income, and broader experience tend to have higher social awareness and are more active in social activities. On the other hand, psychographic factors that include individual values, motivations, attitudes, and lifestyles provide a strong internal drive for the decision to engage in social activities. A community-based lifestyle, positive attitudes towards social collaboration, and altruistic motivation play an important role in increasing participation.

In addition to individual aspects, social factors also play a significant role. A supportive social environment, such as a family that encourages social involvement, peer influence, and positive social norms, can strengthen an individual's drive to join social activities. Social norms that promote solidarity, collaboration, and openness will create a social environment that is more conducive to community participation. Equally important, physical environmental factors such as the availability of public spaces, community centers, and other social facilities also contribute greatly to determining the accessibility and convenience of the community to participate in social activities. A safe, clean, and comfortable environment will encourage residents to be more involved in social interactions in their environment.

The interaction between demographic, psychographic, social, and environmental factors creates a complex and unique dynamic in the context of Bandung City as a city known for its creative urban society, but also facing social challenges such as individualism and social inequality. To increase community participation, a holistic and integrative approach is needed that takes all of these

factors into account. Educational programs that increase social awareness, effective social campaigns, the development of supportive social facilities, and the strengthening of positive social norms are some of the strategies that can be implemented. Thus, Bandung City has the potential to create a more inclusive, active, and empowered community, where every individual has an equal opportunity to contribute and feel the benefits of high social participation.

ADVANCED RESEARCH

Advanced research on community participation emphasizes the importance of utilizing data-driven urban planning and behavioral analytics to tailor interventions that effectively address the diverse determinants of civic engagement. Recent studies incorporate geospatial analysis, machine learning, and psychographic segmentation to identify participation patterns across different urban zones and demographic groups. This allows policymakers to design hyper-targeted initiatives—such as location-specific social programs, behaviorally informed public messaging, and adaptive infrastructure planning that respond to localized needs and motivations. In the context of Bandung City, integrating smart city technologies with participatory governance platforms can enhance transparency, foster trust, and enable real-time community feedback. Such innovations not only bridge the gap between citizens and institutions but also activate underrepresented groups, helping mitigate urban challenges like social fragmentation and inequality through more inclusive, context-aware strategies.

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