

ABSTRACT

The rapid population growth has led to a significant increase in housing development, which in turn results in high energy consumption in the building sector and significantly contributes to CO₂ emissions. In addressing this challenge, the implementation of the smart building concept, which emphasizes energy efficiency and environmental preservation, becomes crucial. The purpose of this study is to analyze the influence of organizational context, environmental, and individual variables on the public's awareness of the smart building concept.

This study employs a quantitative approach with inferential analysis methods and a cross-sectional research design. Data analysis is conducted using multiple regression techniques. The research sample consists of 450 respondents from the city of Samarinda, determined using the Slovin formula.

The results of the study indicate that organizational context, environmental, and individual variables have a positive and significant impact on the public's awareness of smart building. These findings highlight the importance of collaboration between the public, government, and relevant sectors to support the implementation of the smart building program.

This study identifies the importance of improving access to information and knowledge sharing in supporting the implementation of smart building, especially among the younger age group that dominates the respondents. The government is expected to strengthen regulations, provide incentives for developers, and enhance education through digital platforms and educational curricula. Future research may explore other factors influencing smart building awareness, such as the role of media and more effective knowledge sharing strategies.

Keywords: individual, public awareness, organizational context, environment, smart building.