

UTILITY ON ETLE AND TRUST ON ETLE AS A BOOSTER OF SOCIAL ORDER AND HABIT THROUGH TRAFFIC COMPLIANCE AND AWARENESS BASED ON INFORMATION TECHNOLOGY

M. FAHRI ANGGIA NATUA SIREGAR¹, ABDUL HAKIM², MARDIYONO³, SOLIMUN⁴

¹Student, Brawijaya University, Administrative Doctoral Program, Indonesia

^{2,3,4}Lecturer, Brawijaya University, Administrative Doctoral Program, Indonesia

E-mail: ¹m_fahri@student.ub.ac.id, ²abdulhakim.ub.jp@gmail.com, ³mardiyono2.fia.ub@gmail.com, ⁴solimun@ub.ac.id

ABSTRACT

This study aims to determine the effect of Utility on ETLE and Trust on ETLE on Social Order and Habit mediated by compliance and awareness for road users, especially in Jakarta. This study uses a quantitative approach. The research method used is a survey by taking samples from the population. The population in this study were all four-wheeled drivers and the sample in this study were some four-wheeled vehicle drivers who passed the Jalan Merdeka Selatan Intersection, Gambir, Central Jakarta. Data analysis used descriptive analysis and data analysis used SEM method with WarpPLS approach. This study found that utility on ETLE and trust on ETLE had a significant and positive effect on compliance, awareness, social order, and habit. Compliance has a positive and significant effect on social order, and awareness has a significant effect on habit. The novelty of this research is the use of compliance and awareness variables in the traffic sector in making the research model. In addition, this research is also expected to reconstruct and develop a more comprehensive and precise model of social order and habits in traffic.

Keywords: *Utility ETLE, Trust on ETLE, Compliance, Awareness, Social order*

1. INTRODUCTION

Road safety is the most important aspect and a major concern in traffic management. This is related to policy making and how it is implemented in people's lives. According to Grindle [1] implementation is a general process of administrative action that can be investigated at the level of a particular program. Policy implementation is an activity that is seen after a valid direction has been issued from a policy which includes efforts to manage inputs to produce outputs or outcomes for the community. One of the Indonesian Government's efforts to improve safety, security and comfort on the roads is through the implementation of policies through the use of technology. The use of IT is a necessity to achieve road safety goals. Road safety policing in the digital era of IT for road safety is a standard that must be met so that police services in the fields of security, safety, law, administration, information and humanity can meet excellent service standards.

The government has an electronic-based system by utilizing information and communication technology to provide services to the public called the Electronic-Based Government System (SPBE). The SPBE system encourages open, innovative, accountable, participatory governance, and increases collaboration between government agencies. The importance of the role of SPBE in supporting the improvement of public services to the wider community through the implementation of an electronic-based public monitoring and complaint system. One of the electronic-based government systems that has been developed is ETLE (Electronic Traffic Law Enforcement). This policy is expected to increase the compliance of road users to the rules and regulations on roads throughout Indonesia. The expected output is that public awareness will increase and then good social order will be formed. On the other hand, the expected outcome is that people become accustomed to obeying or obeying the rules and regulations on the highway. However, in order to see how successful the implementation of the policy is, it is necessary to conduct an in-depth and

scientific study through a research activity. If the implementation of the policy is successful, it is hoped and believed that it will be able to reduce accidents and improve road safety.

One thing that is very important and closely related to road safety is individual compliance, in this case the community as road users. The more people obey the rules and regulations on the highway, the traffic accidents will decrease and road safety will increase. Therefore, public traffic compliance must always be improved and it is hoped that over time it will become a habit. In addition, comfort on the road is also the hope of all road users. Obedient and orderly traffic will form a comfortable situation and conditions on the highway. This becomes a social order and habit, so it is believed that safety, security, and comfort on the highway will be achieved and guaranteed. The habit of obeying traffic is very important and fundamental to reduce the incidence of accidents on the highway. Especially in big cities in Indonesia.

Efforts and efforts to improve public compliance in traffic must always be carried out, in order to reduce the incidence of accidents and congestion on the highway. One of the uses of technology to reduce the incidence of accidents and congestion on the highway is ETLE. This study examines more comprehensively about utility and trust in ETLE as a driver of people's habit of obeying traffic, mediated by compliance, awareness, and social order. The application of ETLE as an effort to improve people's habits of obeying traffic regulations has been tested in Jakarta. Felix & Putranto [2] examines the relationship between education level and driving behavior in the community. This study took place in Greater Jakarta with 100 respondents as a sample. The results of Felix & Putranto's [2] research found that education level has a significant influence on driving behavior. The higher the level of education a person achieves, the better the obedient personal driving behavior will be.

Improving public services for better traffic requires the right strategy, the readiness of the National Police in facing the development of the strategic environment, namely the industrial revolution 4.0 that puts forward digital technology. The industrial revolution 4.0 by utilizing automation technology can facilitate the exchange of information so that it can have a positive effect in terms of efficiency and effectiveness. One form of industrial revolution 4.0 in the police, has now developed and created an Electronic Traffic Law Enforcement (ETLE) system. ETLE is an

information technology-based traffic law enforcement system that can detect various types of traffic violations and present vehicle data automatically (Automatic Number Plate Recognition). An orderly society can only be achieved if each individual carries out his obligations and accepts his rights from others. With the utility and trust in ETLE, it is hoped that it will be able to provide understanding to the public in obeying the applicable traffic regulations to establish a social order. Social order is a condition in which social relations between community members take place in harmony, harmony, and harmony following the values and norms that apply in society. Social order is a social order that is governed by moral rules [3].

This research on the application of ETLE (Electronic Traffic Law Enforcement) uses a quantitative approach. Research variables were measured quantitatively using a research instrument in the form of a questionnaire. On the other hand, the research method used is a survey by taking samples from the population. The survey was conducted by giving questionnaires to the respondents.

Based on the descriptions that have been explained, it is necessary to harmonize the concept of ETLE in Indonesia, especially Jakarta, with a change in the system with ETLE (Electronic Traffic Law Enforcement), this study wants to examine utility and trust as a driver of habit and social order through mediating compliance and awareness.

2. LITERATURE REVIEW

2.1 Utility On ETLE

Usability can be seen from its function that can produce more useful, beneficial (meritorious) benefits. According to Cooter & Ulen [4], utility is a benefit obtained due to decision-making in choosing options with alternative uses. The use of the concept of utility in legal analysis has the meaning of the usefulness or benefits of the law that can provide/generate profits. ETLE is a traffic law enforcement system that is not just a motor vehicle based on information technology by using electronic devices in the form of cameras that can detect various types of traffic violations and present vehicle data automatically (Polda Metro Jaya, 2019). ETLE's utility theory emphasizes the purpose of law in providing benefits to most people in society. Based on the theory of utility, the theory emphasizes the purpose of the law which provides benefits to the greatest number of people. Various social conflicts that occurred in Indonesia prove

that the benefit of most people cannot necessarily provide social justice for all citizens.

2.2 Trust On ETLE

According to Moorman et al. [5], trust is defined as the desire to give something to a trusted partner. This opinion can illustrate the research conducted by Rotter's which states that trust is a general expectation that individuals have that the words that arise from other parties can be relied upon. When a person makes a decision, he will choose a decision based on the choices of people who are more trustworthy than those who are less trusted. Trust is a very important thing for a commitment or promise, and commitment can only be realized if one day means. Darsono & Dharmmesta [6] argue that when one party has confidence that the other party involved in the exchange has reliability and integrity, it can be said that there is trust. Trust is an important component in undergoing an interpersonal relationship. Scientifically, trust is defined as relying on the behavior of other individuals to achieve the desired goal and its achievement is uncertain and in a risky situation [7].

2.3 Compliance

According to Rosana [8], legal compliance is essentially public awareness and loyalty to the law that applies as a rule (rule of the game) as a consequence of living together where loyalty is manifested in the form of behavior that obeys the law (between *das sein* and *das sollen* in facts are the same). Compliance according to Hartono [9] is the attitude of trust between individuals towards others and acceptance of the demands of others and one's actions to carry out orders or requests from others. Compliance is related to awareness, the thing that distinguishes it compiles there is still a fear of sanctions. Legal compliance is an awareness of the benefits of the law that forms people's loyalty to legal values that are enforced in living together which are then manifested in the form of obedient behavior towards legal values, which can then be seen and felt by fellow community members.

2.4 Awareness

Awareness comes from the word conscious which means to be aware, feel, know or understand [10]. Realizing means knowing, realizing, and feeling. Awareness means awareness, a state of understanding, something that is felt or experienced by someone. Legal awareness can mean the existence of awareness, the condition of a person who understands very well what the law is, the function, and role of law for himself and the surrounding community. Mertokusumo [11] states that legal awareness means awareness of what we

should do or should do or what we should not do or do especially to other people. This means awareness of legal obligations to others. The problem that arises is the level of legal compliance, namely high, moderate, or less legal compliance. The degree of community legal compliance with the law is one indicator of the functioning of the law concerned. The attitude of the people who are not aware of the police's duties, are not supportive, and many are apathetic and consider the task of law enforcement solely a police matter, and are reluctant to be involved as witnesses and so on. This is one of the inhibiting factors in law enforcement (Rosana, 2014).

2.5 Social Order

Social order is a condition in which social relations between community members take place in harmony, harmony, and harmony following the values and norms that apply in society. Social order is a social order that is governed by moral rules [3]. If the community carries out its functions and roles following community expectations, social order will be formed [12]. The establishment of traffic law enforcement that applies in the community and is obeyed by its users plays an important role in forming a social order within the social group of society and to realize a social order it is necessary to have socialization so that the applicable ETLE can be obeyed by all members of the community.

2.6 Habit

Sayid [13] states that a habit is the repetition of something continuously or most of the time in the same way and without a connection of reason, or something that is embedded in the soul from things that repeatedly happen and are accepted by nature. Humans can conclude that humans do habits without thinking because it has been embedded in the human soul and has become human nature. If the community has a habit of obeying the rules in all affairs, this habit will appear in the pattern of traffic order on the highway.

3. RESEARCH METHOD

This research on the implementation of policies regarding the application of ETLE (Electronic Traffic Law Enforcement) uses a quantitative approach. Research variables were measured quantitatively using a research instrument in the form of a questionnaire. On the other hand, the research method used is a survey by taking samples from the population. The survey was conducted by giving questionnaires to the respondents.

The implementation of the ETLE system in the City of Jakarta began in November 2018, this system relies on state-of-the-art CCTV technology that can monitor traffic violations. This research was conducted at the intersection of Jalan Merdeka Selatan, Gambir, Central Jakarta. The location was chosen as the research setting considering that the location has implemented the ETLE system. The research location is one of the main roads in Jakarta that surrounds the National Monument area and is included in the Civic Center area.

The population in this study were all four-wheeled drivers who passed the Jalan Merdeka Selatan Intersection, Gambir, Central Jakarta. Population is the whole group of people, events or items of interest by researchers to study [14]. Thus the population is the entire collection of elements that can be used to make some conclusions. Thus the population of this study is infinite (unknown number), with the population criteria in this study, as follows:

1. Aged 17 to 55 years;
2. Have a valid driving license (sim);
3. Minimum high school education; and
4. Understand the condition of the city of Jakarta, at least domiciled in Jakarta for 6 (six) months.

When an infinity population is studied, the mass of the population is very large and each element is different from one another, it is necessary to take a sample (sampling). Thus the sample is part of the population. According to Sekaran [15], the sample is part of the population, where the sample consists of a number of members selected from the population. Based on this explanation, the sample in this study were some of the drivers of four-wheeled vehicles who passed the Jalan Merdeka Selatan Intersection, Gambir, Central Jakarta at the time the research was carried out.

The research variable is an attribute, nature or value of a person, object, or activity that has a certain variation determined by the researcher to be studied and concluded [16]. The variables in this study were classified based on exogenous and endogenous variables. Exogenous variables are known as source variables or independent variables that are not predicted by other variables in the model. While endogenous variables are factors that are predicted by one or several variables [17]. The classification of variables in this study are as follows:

1. Exogenous variables: Utility ETLE and Trust on ETLE.

2. Endogenous variables: Compliance, Awareness, Social order and Habit

Data analysis used descriptive analysis and data analysis used SEM method with WarpPLS approach. Subagyo [18] states that descriptive statistics is a part of statistics regarding data collection, presentation, determination of statistical values, making diagrams or pictures about something, here the data is presented in a form that is easier to understand or read. SEM analysis serves to test the research hypothesis. The purpose of WarpPLS is mainly to estimate the variance of endogenous constructs and their manifest variables, commonly referred to as reflective indicators, besides that they can be formed in formative forms, or commonly referred to as formative indicators.

4. RESULTS

In this chapter, testing or checking the goodness of fit is carried out. The goodness of the model can be used to find out how much variation in the value of the dependent variable can be explained by the independent variables included in the model. SEM analysis in this study was carried out with the help of WarpPLS software. The test results are presented in Table 1.

TABLE 1: RESULTS OF GOODNESS OF FIT MODEL

No	Model Fit and Quality Index	Criteria	Result	Conclusion
1	Average path coefficient	Significant if $P < 0.05$	APC = 0.304 $P = < 0.001$	Significant
2	Average R-squared	Significant if $P < 0.05$	ARS = 0.627 $P = < 0.001$	Significant
3	Average adjusted R-squared	Significant if $P < 0.05$	AARS = 0.622 $P = < 0.001$	Significant
4	Average block VIF	Accepted if $AVIF \leq 5$ Ideal if $AVIF \leq 3.3$	AVIF = 3.318	Acceptable
5	Average full collinearity VIF	Accepted if $AFVIF \leq 5$ Ideal if $AFVIF \leq 3.3$	AFVIF = 3.102	Ideal

No	Model Fit and Quality Index	Criteria	Result	Conclusion
6	Tenenhaus GoF	Small if $GoF \geq 0.1$	GoF = 0.693	high
		Medium if $GoF \geq 0.25$		
		High if $GoF \geq 0.36$		
7	Simpson's paradox ratio	Accepted if $SPR \geq 0.7$	SPR = 1.000	Ideal
		Ideal if $SPR = 1$		
8	R-squared contribution ratio	Accepted if $RSCR \geq 0.9$	RSCR = 1.000	Ideal
		Ideal if $RSCR = 1$		
9	Statistical suppression ratio	Accepted if $SSR \geq 0.7$	SSR = 1.000	Acceptable
10	Nonlinear bivariate causality direction ratio	Accepted if $NLBCCR \geq 0.7$	NLBCCR = 1.000	Acceptable

Source: Processed Research Data (2020)

Based on Table 1, the p-values for the Average path coefficient (APC), Average R-squared (ARS), and Average adjusted R-squared (AARS) are less than 0.05. This shows that the research model has been considered good. In addition, the value of the Average block VIF (AVIF) of the research model reaches 3,318 which is included in the acceptable criteria. The value of Average full collinearity VIF (AFVIF) also reached 3,102 so that it can be said to be included in the ideal criteria. The Tenenhaus GoF value is known to be 0.693 which is included in the large category.

The value of Simpson's paradox ratio (SPR) and R-squared contribution ratio (RSCR) in Table 5.21 also shows the ideal value, which is 1,000. Furthermore, the value of Statistical suppression ratio (SSR) shows a value of 1,000 explaining that the model is acceptable and Nonlinear bivariate causality direction ratio (NLBCDR) shows a value of more than 0.7 which indicates that the model is acceptable. Of the 10 tests of Goodness of Fit overall, it shows that the test is accepted, this shows that the model and research data can be further analyzed. That is, based on the description of ten different tests that have been described previously, it can be concluded that the model is good (fit).

All variables in this study use a reflective indicator model, where the variables are reflected

by the indicators. The reflective indicator model in the measurement model obtained the magnitude of the loading factor coefficient which serves to determine which indicator is the strongest in reflecting these variables. The exploration results are presented in full and summarized in Table 2 below.

TABLE 2: LOADING FACTOR INDICATORS

Variable	Indicator	Loading Factor	P-Value	Conclusion
Utility ETLE (X1)	Possession Utility	0.846	$P < 0.001$	Significant
	Goal Utility	0.858	$P < 0.001$	Significant
	Place Utility	0.856	$P < 0.001$	Significant
	Form Utility	0.831	$P < 0.001$	Significant
	Time Utility	0.833	$P < 0.001$	Significant
	Actualisation Utility	0.878	$P < 0.001$	Significant
Trust on ETLE (X2)	Shared Value	0.917	$P < 0.001$	Significant
	Communication	0.921	$P < 0.001$	Significant
	Opportunistic Behaviour Control	0.922	$P < 0.001$	Significant
Compliance (Y1)	Personal tendency to behave Honestly	0.904	$P < 0.001$	Significant
	Personal tendency to behave Always being watched	0.903	$P < 0.001$	Significant
	Personal tendency not to cheat	0.892	$P < 0.001$	Significant
Awareness (Y2)	Awareness that traffic order is a form of participation in supporting	0.941	$P < 0.001$	Significant

Variable	Indicator	Loading Factor	P-Value	Conclusion
	the country's development.			
	Awareness that traffic disorder is very detrimental	0.948	P < 0.001	Significant
	Awareness that traffic rules are established by law and can be enforced	0.942	P < 0.001	Significant
Social order (Y3)	Order	0.881	P < 0.001	Significant
	Constancy	0.905	P < 0.001	Significant
	Pattern	0.918	P < 0.001	Significant
	Social Order	0.872	P < 0.001	Significant
Habit (Y4)	Repetition	0.762	P < 0.001	Significant
	Human nature	0.774	P < 0.001	Significant
	Response	0.825	P < 0.001	Significant
	Behavior	0.500	P < 0.001	Significant

Source: Processed Research Data (2020)

Table 2 shows that there are six indicators that reflect Utility ETLE (X1) having a loading factor with a p-value smaller than 0.05. This means that the six indicators significantly reflect the ETLE Utility (X1). Table 2 shows that there are three indicators that reflect Trust on ETLE (X2) having a loading factor with a p-value smaller than 0.05. Thus, it can be said that the three indicators significantly reflect Trust on ETLE (X2). There are three indicators that reflect Compliance (Y1) having a loading factor with a p-value smaller than 0.05. Thus, it can be said that the three indicators significantly reflect Compliance (Y1). The results of testing the measurement model on the Awareness variable (Y2) obtained all the indicators

(three) that significantly measured the Awareness variable (Y2). There are four indicators that significantly reflect Social order (Y3). This is indicated by the very small p-value of all indicators (less than 0.05). Finally, Table 2 shows that there are four indicators that significantly reflect Habit (Y4). This is indicated by the very small p-value of all indicators (less than 0.05).

Based on Table 1, it can be seen that all indicators have a positive loading factor. In addition, all indicators also have a loading factor with a p-value less than the error level of 0.05 (significant). This shows that SEM analysis can be carried out with all indicators included as forming latent variables. The research model was obtained through SEM analysis with the WarpPLS approach. The results of hypothesis testing contain path coefficient values and p-values. In Table 3 below, the results of the direct influence hypothesis test are presented.

TABLE 3: RESULTS OF RESEARCH HYPOTHESIS TESTING

No.	Relations		Path Coefficient	P-value	Conclusion
1	Utility ETLE (X1)	→	Compliance (Y1)	0.235* *	<0.001 Significant
2	Utility ETLE (X1)	→	Awareness (Y2)	0.118* *	0.045 Significant
3	Utility ETLE (X1)	→	Social order (Y3)	0.179* *	0.005 Significant
4	Utility ETLE (X1)	→	Habit (Y4)	0.395* *	0.021 Significant
5	Trust on ETLE (X2)	→	Compliance (Y1)	0.552* *	<0.001 Significant
6	Trust on ETLE (X2)	→	Awareness (Y2)	0.557* *	<0.001 Significant
7	Trust on ETLE (X2)	→	Social order (Y3)	0.453* *	<0.001 Significant
8	Trust on ETLE (X2)	→	Habit (Y4)	0.337* *	<0.001 Significant
9	Compliance (Y1)	→	Social order (Y3)	0.416* *	<0.001 Significant
10	Awareness (Y2)	→	Habit (Y4)	0.498* *	<0.001 Significant

Source: Processed Research Data (2020)

* significant at $\alpha = 5\%$, ** significant at $\alpha = 1\%$,
ns not significant

Table 3 shows that all relationships between variables are positive and significant. This means that an increase in the value of the exogenous variable will significantly increase the value of the endogenous variable. The results of testing the research hypotheses in Table 3 are also displayed in the form of a chart (graph) as presented below.

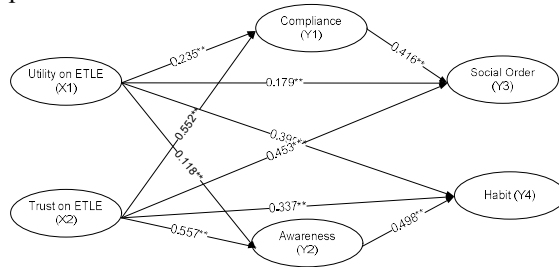


Figure 1: Research Results Model

Source: Processed Research Data (2020)

5. DISCUSSION

The results of hypothesis testing indicate that ETLE Utility has a positive and significant effect on Compliance. This can be seen from the path coefficient of 0.235 with p-value <0.001. This positive relationship indicates that the better the ETLE Utility that is implemented in Jakarta, the better community compliance (having higher compliance) in traffic. In terms of testing the measurement model (loading factor), ETLE Utility is significantly reflected by six indicators, namely Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility, and Actualization Utility. Meanwhile, Compliance is significantly reflected by three indicators, namely Personal tendency to behave Honestly, Personal tendency to behave Always supervised, and Personal tendency not to commit fraud. If it is related to the results of hypothesis testing, it can be said that the better the condition of Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility and Actualization Utility implemented in Jakarta will lead to better compliance of the community in traffic. Considering that the empirical condition of the ETLE Utility is already in a very good range, it is appropriate for related parties to be able to maintain it while increasing it to the maximum. This can be done by prioritizing the Actualisation Utility Indicator. In more detail by paying special attention to maintaining and improving accuracy, an integrated system, always updated to the latest

technology, and easy for the public to understand from the ETLE system. The results of this study are in line with several previous studies, namely Verma et al. [19]. Verma et al. [19] in his research discusses traffic law enforcement in India, particularly related to the traffic law enforcement system. Thus the results of this study develop the concept of the research results of Verma et al. [19], previously researched on objects related to traffic law enforcement, and traffic compliance.

The results of hypothesis testing indicate that ETLE Utility has a positive and significant effect on Awareness. This can be seen from the path coefficient of 0.118 with a p-value of 0.045. This positive relationship indicates that the better the ETLE Utility will increase public awareness of traffic. In addition, when viewed from the measurement model test (loading factor), ETLE Utility is significantly reflected by six indicators, namely Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility, and Actualization Utility. Meanwhile, Awareness is significantly reflected by three indicators, namely, Awareness that traffic order is beneficial for the development of the nation's culture (Y2.1), Awareness that traffic disorder is very detrimental (Y2.2), and Awareness that traffic orderly traffic is stipulated by law and can be enforced (Y2.3). If it is related to the results of hypothesis testing, it can be said that the better the condition of Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility and Actualization Utility implemented in Jakarta, the better Awareness of traffic order in Jakarta will be. The empirical condition of ETLE's Utility is already in a very good range, so related parties can maintain it while increasing it to the maximum. This can be done by prioritizing the Actualisation Utility Indicator. In more detail by paying special attention to maintaining and improving accuracy, an integrated system, always updated with the latest technology, and the ETLE system is easy for the public to understand. The results of this study are in line with several previous studies, namely Bates et al. [20], Goodwin and Foss [21]. Research Bates et al. [20] and Goodwin and Foss [21] discussed the violations detected by the system while driving. Research by Goodwin and Foss [21] shows the large role of parents in giving consent to driving.

The results of hypothesis testing indicate that ETLE Utility has a positive and significant effect on Social order. This can be seen from the path coefficient of 0.179 with a p-value of 0.005. This positive relationship indicates that the better the ETLE Utility will increase the Social order. In

addition, when viewed from the measurement model test (loading factor), ETLE Utility is significantly reflected by six indicators, namely Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility, and Actualization Utility. Meanwhile, Social order is significantly reflected by four indicators, namely Order, Consistency, Pattern, and Social Order. If it is related to the results of hypothesis testing, it can be said that the better the condition of Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility and Actualization Utility implemented in Jakarta will support the creation of Social orders for the people of Jakarta in driving. Considering that the empirical condition of the ETLE Utility is already very good, related parties can maintain it and also increase it to a more optimal level. This can be done by prioritizing the Actualisation Utility Indicator. In more detail, by paying special attention to maintaining and improving accuracy, an integrated system, updates to the latest technology, and making it easy for the public to understand the ETLE system. The results of this study are in line with several previous studies, namely Johnson [22]. This study focuses on consistent communication between law enforcement and citizens that will support social order. The similarity with the results of this study is the effect of Utility ETLE which will affect social order.

The results of the hypothesis test show that ETLE Utility has a positive and significant effect on Habit. This can be seen from the path coefficient of 0.395 with a p-value of 0.021. This positive relationship indicates that the better the community's ETLE Utility will increase the community's Habit in traffic. In addition, when viewed from the measurement model test (loading factor), ETLE Utility is significantly reflected by six indicators, namely Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility, and Actualization Utility. Meanwhile, Habit is significantly reflected by four indicators, namely repetition, human nature, response, and behavior. If it is related to the results of hypothesis testing, it can be said that the better the condition of Possession Utility, Goal Utility, Place Utility, Form Utility, Time Utility and Actualization Utility implemented in Jakarta, the better the people's habit of traffic. Considering that the empirical condition of the ETLE Utility is already in a very good range, it is appropriate for related parties to be able to maintain it while increasing it to the maximum. This can be done by prioritizing the Actualisation Utility Indicator. In more detail by paying special attention to maintaining and improving accuracy,

an integrated system, always updated to the latest technology, and easy for the public to understand from the ETLE system.

The results of hypothesis testing indicate that Trust on ETLE has a positive and significant effect on Compliance. This can be seen from the path coefficient of 0.552 with p-value <0.001. This positive relationship indicates that the better the Trust on ETLE owned by the people of Jakarta, the better the community's compliance (having higher compliance) in traffic. In addition, if viewed from the testing of the measurement model (loading factor), Trust on ETLE is significantly reflected by three indicators, namely Shared Value, Communication and Opportunistic Behavior Control. Meanwhile, Compliance is significantly reflected by three indicators, namely Personal tendency to behave Honestly, Personal tendency to behave Always supervised and Personal tendency not to commit fraud. If it is related to the results of hypothesis testing, it can be said that the better the conditions of Shared Value, Communication and Opportunistic Behavior Control in the people of Jakarta, the better the compliance of the community in traffic. Considering that the empirical condition of Trust on ETLE is already in a very good range, related parties can maintain and improve so that it is more optimal. This can be done by prioritizing the Communication and Opportunistic Behavior Indicators. In more detail by providing openness, speed in responding, quality of information, regulatory control and control of public asymmetry information on the ETLE system. The results of this study are in line with several previous studies, namely Shalhoub [23]. The aim of his research is to address the problem. Lack of trust in online is one of the main reasons for the relatively low adoption of electronic commerce. Thus the results of this study develop the concept of the results of Shalhoub's research [23], previously investigated how the resolution of a problem in the object under study, the enforcement agency, and what applicable penalties or sanctions can be determined and implemented in terms of public policy, one of which is to support traffic compliance.

The results of hypothesis testing indicate that Trust on ETLE has a positive and significant effect on Awareness. This can be seen from the path coefficient of 0.557 with a p-value of <0.001. This positive relationship indicates that the better the Trust on ETLE owned by the people of Jakarta, the better public awareness (having higher Awareness) in traffic. In addition, if viewed from the testing of the measurement model (loading factor), Trust on ETLE is significantly reflected by

three indicators, namely Shared Value, Communication and Opportunistic Behavior Control. Meanwhile, Awareness is significantly reflected by one indicator, namely Awareness that traffic order is a form of participation. If it is related to the results of hypothesis testing, it can be said that the better the conditions of Shared Value, Communication and Opportunistic Behavior Control in the people of Jakarta, the better the Awareness of the people in traffic. Considering that the empirical condition of Trust on ETLE is already in a very good range, related parties can maintain and improve so that it is more optimal. This can be done by prioritizing the Communication and Opportunistic Behavior Indicators. In more detail by providing openness, speed in responding, quality of information, regulatory control and control of public asymmetry information on the ETLE system. The results of this study are in line with several previous studies, namely Johnson [22]. Johnson's [22] research is on the types of citizen complaints that are most often filed with the police about cases involving how these officers use interpersonal communication. This study concludes that the law enforcement process is very important for citizens.

The results of hypothesis testing indicate that Trust in ETLE has a positive and significant effect on Social order. This can be seen from the path coefficient of 0.453 with a p-value of <0.001 . This positive relationship indicates that the better the Trust on ETLE owned by the people of Jakarta, the better the social order of the community (having a higher Social order) in traffic. In addition, if viewed from the testing of the measurement model (loading factor), Trust on ETLE is significantly reflected by three indicators, namely Shared Value, Communication, and Opportunistic Behavior Control. Meanwhile, Social order is significantly reflected by four indicators, namely Order, Consistency, Pattern, and Social Order. If it is related to the results of hypothesis testing, it can be said that the better the conditions of Shared Value, Communication and Opportunistic Behavior Control in the people of Jakarta, the better the social order of the community in traffic. The empirical condition of Trust on ETLE is already in a very good range, so related parties can maintain and improve so that it is more leverage. This can be done by prioritizing the Opportunistic Behavior and Communication Indicators. In more detail by providing openness, speed in responding, quality of information, regulatory control, and control of public information asymmetry in the ETLE system. The results of this study are in line with several previous studies, namely Liu and Shi [24]. The

results of this study develop the concept of Liu and Shi's research [24], where there are similarities in research problems, namely between public relations with the police on the social order in society, while in this study, the relationship between subordinates and superiors (respectful behavior) with the presence of political supervisors.

The results of hypothesis testing indicate that Trust on ETLE has a positive and significant effect on Habit. This can be seen from the path coefficient of 0.337 with a p-value <0.001 . This positive relationship indicates that the better the community's Trust in ETLE, the better the community's Habit in traffic. In addition, if viewed from the testing of the measurement model (loading factor), Trust on ETLE is significantly reflected by three indicators, namely Shared Value, Communication, and Opportunistic Behavior Control. Meanwhile, Habit is significantly reflected by four indicators, namely repetition, human nature, response, and behavior. If it is related to the results of hypothesis testing, it can be said that the better the conditions of Shared Value, Communication, and Opportunistic Behavior Control in the people of Jakarta, the better the people's habit of traffic. Considering that the empirical condition of Trust on ETLE is already in a very good range, related parties can maintain and improve so that it is more optimal. This can be done by prioritizing the Communication and Opportunistic Behavior Indicators. In more detail by providing openness, speed in responding, quality of information, regulatory control, and control of public asymmetry information on the ETLE system.

The results of hypothesis testing indicate that Compliance has a positive and significant influence on Social order. This can be seen from the path coefficient of 0.416 with a p-value of <0.001 . This positive relationship indicates that the better the compliance of the people of Jakarta, the better the social order of the community (having a higher social order) in traffic. In addition, when viewed from the testing of the measurement model (loading factor), Compliance is significantly reflected by only one indicator, namely the personal tendency to behave in compliance. Meanwhile, Social order is significantly reflected by four indicators, namely Order, Consistency, Pattern, and Social Order. If it is related to the results of hypothesis testing, it can be said that the better the condition of the Personal Tendency for Obedient behavior which is implemented in the community in Jakarta, the better the social order of the community in traffic. Considering that the empirical condition of Compliance is already in a

very good range, it is appropriate for related parties to be able to maintain it and while increasing it to the maximum. This can be done by prioritizing personal Tendency Indicators to behave in Compliance. In more detail, by paying special attention to people's personal tendencies to behave obediently, people's personal tendencies to behave always under surveillance and personal tendencies not to commit fraud that exist within the people of Jakarta.

The results of hypothesis testing indicate that Awareness has a positive and significant effect on Habit. This can be seen from the path coefficient of 0.498 with p-value <0.001. This positive relationship indicates that the better public awareness will increase the community's Habit in traffic. In addition, if viewed from the testing of the measurement model (loading factor), Awareness is significantly reflected by three indicators, namely Awareness that traffic order is beneficial for the development of national culture (Y2.1), Awareness that traffic disorder is very detrimental (Y2.2), and Awareness that traffic order is stipulated by law and can be enforced (Y2.3). Meanwhile, Habit is significantly reflected by four indicators, namely repetition, human nature, response and behavior. When related to the results of hypothesis testing, it can be said that the better the condition of Awareness that traffic order is beneficial for the development of national culture, Awareness that traffic disorder is very detrimental, and Awareness that traffic order is stipulated by law and can be imposed on the community in Jakarta will cause people's habits in traffic to also improve. Considering that the empirical condition of the Awareness variable is already in a very good range, then related parties can maintain and improve it so that it is more leverage. That can be done by prioritizing the dominant indicator, namely Awareness that traffic disorder is very detrimental. More details with knowledge of the importance of being orderly in traffic. The results of this study are in line with several previous studies, namely Kremers et al. [25]. Kremers et al. [25] in his research discusses the extent to which Dutch children are aware of their level of physical activity, and the extent to which children's physical activity is habitual. The results of this study develop the concept of the research results of Kremers et al. [25], previously studied on objects related to children, in this study provides a perspective related to public awareness in traffic and its influence on people's habits in traffic.

6. CONCLUSION

Based on the results of research and discussion, it is concluded that Utility ETLE has a positive and significant effect on compliance, awareness, social order, and habit. Then the ETLE Utility has a positive and significant impact on compliance, awareness, social order, and habit. Compliance has a positive and significant effect on social order and awareness has a positive and significant impact on habit. To create a habit of orderly traffic, the police need to socialize to the public about the advantages of ETLE and make people believe that driving will always be monitored by the IT system, namely ETLE. Suggestions that can be given to the people of Jakarta are that the comfort, security and safety of roads will be increased and can be enjoyed by the community by increasing awareness and good compliance in traffic. This will reduce congestion and traffic accidents. This research on the implementation of the ETLE (Electronic Traffic Law Enforcement) policy can be expanded to other areas, later after being applied nationally. Suggestions for the police that ETLE technology can be used by the police as a benchmark to be developed in other urban areas. In addition, the conceptual model of social order and traffic compliance habits can be used to formulate community development programs, so that the educational process runs effectively and on target.

REFERENCES:

- [1] M.S. Grindle, "Politics and policy implementation in the Third World", New Jersey: Princeton University Press, 1980.
- [2] C. Felix, and L.S. Putranto, "Hubungan Pendidikan Di Sekolah Terhadap Perilaku Pengemudi Kendaraan Bermotor Saat Berlalu Lintas", *JMTS: Jurnal Mitra Teknik Sipil*, Vol. 1, No. 1, 2018, pp.290-299.
- [3] D. Berry, "Pokok-Pokok Pikiran dalam Sosiologi", Jakarta: PT. Raja Grafindo Persada, 2003.
- [4] R. Cooter, and T. Ulen, "Law and Economics", Berkeley Law Books, 2016.
- [5] C. Moorman, R. Deshpande, and G. Zaltman, "Factors affecting trust in market research relationships", *Journal of marketing*, Vol. 57, No. 1, 1993, pp.81-101.
- [6] L.I. Darsono, and B.S. Dharmmesta, 2005, "Kontribusi Involvement Dan Trust in A Brand", *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 20, 2005.

- [7] J. Rakhmat, "Psikologi Komunikasi, Bandung: PT. Remaja Rosdakarya Offset, 2007.
- [8] E. Rosana, "Kepatuhan Hukum Sebagai Wujud Kesadaran Hukum Masyarakat", *Jurnal Tapis: Jurnal Teropong Aspirasi Politik Islam*, Vol. 10, No. 1, 2014, pp.61-84.
- [9] Hartono, "Kepatuhan dan Kemandirian Santri (Sebuah Analisis Psikologis) Ibda", Purwokerto: P3m Stain, 2006.
- [10] Suharso, and Retnoningsih, "Lalu Lintas dan angkutan jalan Indonesia", Legal Center Publishing: Jakarta, 2005.
- [11] S. Mertokusumo, "Meningkatkan kesadaran Hukum Masyarakat", Liberty, 1981.
- [12] N. Martono, "Sosiologi Perubahan Sosial", Jakarta: Rajawali Pers, 2014.
- [13] Sayid, "Kebiasaan Baik dan Buruk dalam Hidup Manusia", Jakarta: Gema Insani Press, 2006.
- [14] N.K. Malhotra, J. Agarwal, and M. Peterson, "Methodological issues in cross-cultural marketing research", *International marketing review*, 1996.
- [15] U. Sekaran, "Metodologi Penelitian untuk Bisnis", Jakarta: Salemba Empat, 2006.
- [16] D.R. Sugiyono, "Metode penelitian administrasi", Bandung: Alfabeta, 2002.
- [17] Ferdinand, "Metode Penelitian Manajemen: Pedoman penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen", Semarang: Badan Penerbit Universitas Diponegoro, 2002.
- [18] P. Subagyo, "Statistik Deskriptif", Yogyakarta: BPFE-Yogyakarta, 2003.
- [19] A.Verma, S. Velumurugan, N. Chakrabarty, and S. Srinivas, "Recommendations for driver licensing and traffic law enforcement in India aiming to improve road safety", *Current Science*, 2011, pp.1373-1385.
- [20] L.J. Bates, B. Scott-Parker, S. Allen, and B. Watson, "Young driver perceptions of police traffic enforcement and self-reported driving offences", *Policing: An International Journal of Police Strategies & Management*, 2016/
- [21] A.H. Goodwin, and R.D. Foss, "Graduated driver licensing restrictions: awareness, compliance, and enforcement in North Carolina", *Journal of Safety Research*, Vol. 35, No. 4, 2004, pp. 367-374.
- [22] R.R. Johnson, "Citizen expectations of police traffic stop behavior", *Policing: An International Journal of Police Strategies & Management*, Vol. 27, No. 4, 2004, pp. 487-497.
- [23] Z.K. Shalhoub, "Trust, privacy, and security in electronic business: the case of the GCC countries", *Information Management & Computer Security*, Vol. 14, No. 3, 2006, pp. 270-283.
- [24] P. Liu, and J. Shi, "Trust in the subordinate and deference to supervisor in China", *Chinese Management Studies*, Vol. 11, No. 4, 2017, pp. 599-616.
- [25] S.P. Kremers, M.A. Dijkman, J.S. de Meij, M.E. Jurg, and J. Brug, "Awareness and habit: Important factors in physical activity in children", *Health Education*, 2008.